

Fig. 1

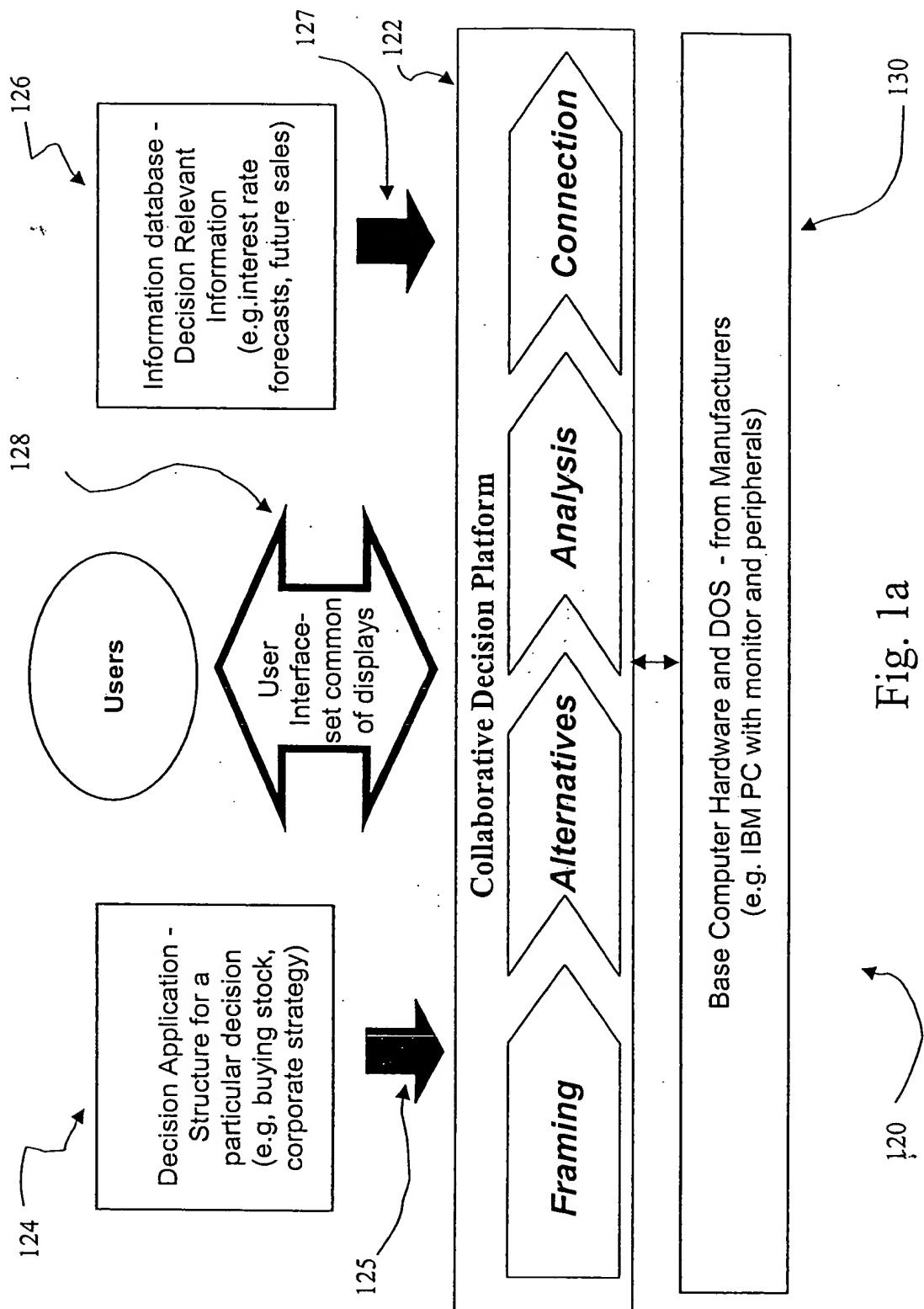


Fig. 1a

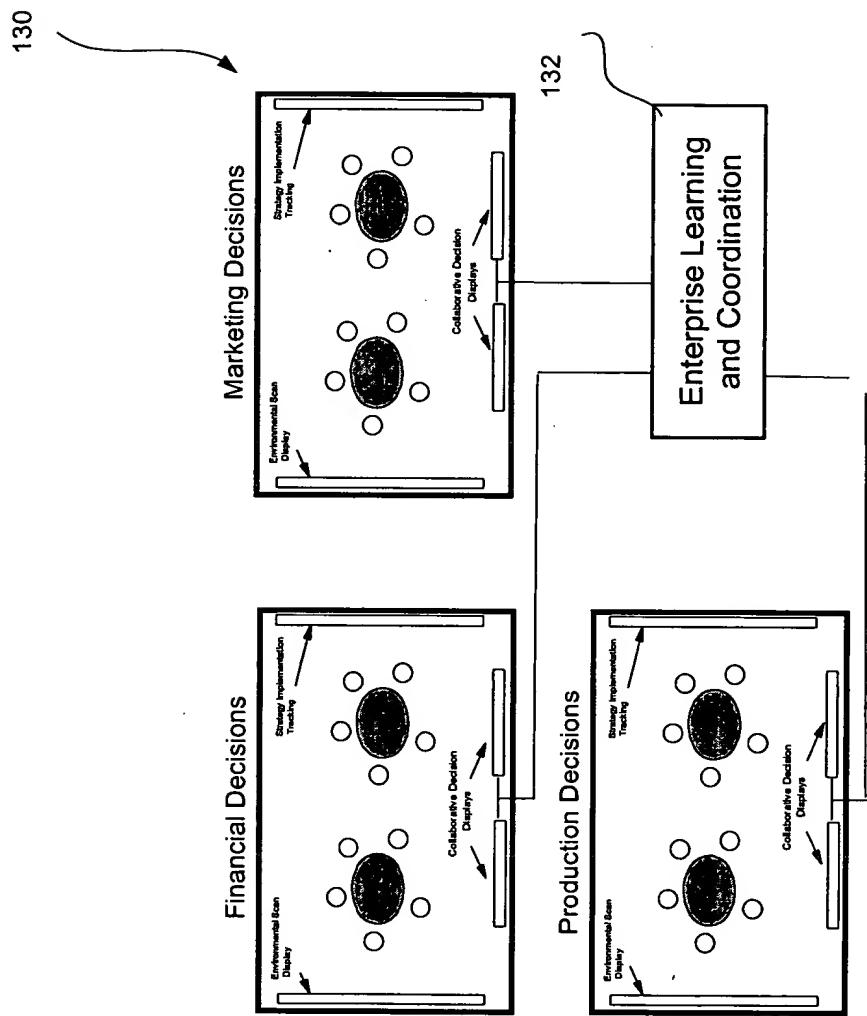


Fig. 1b

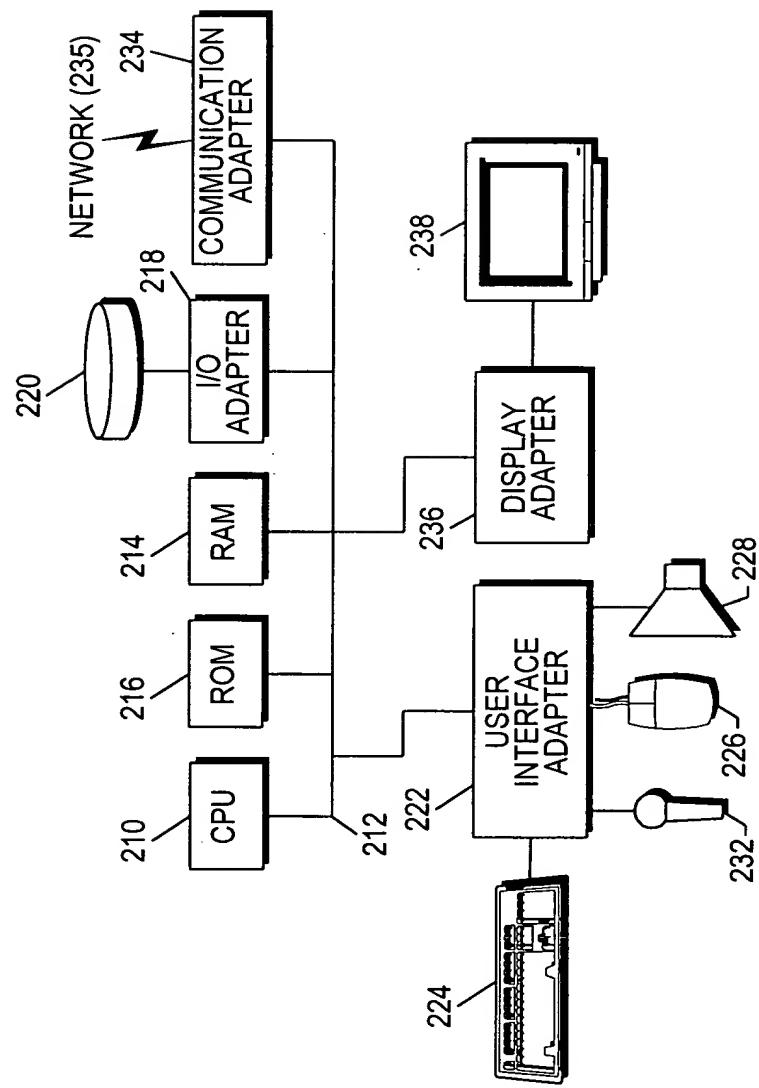


Fig. 2

Fig. 3

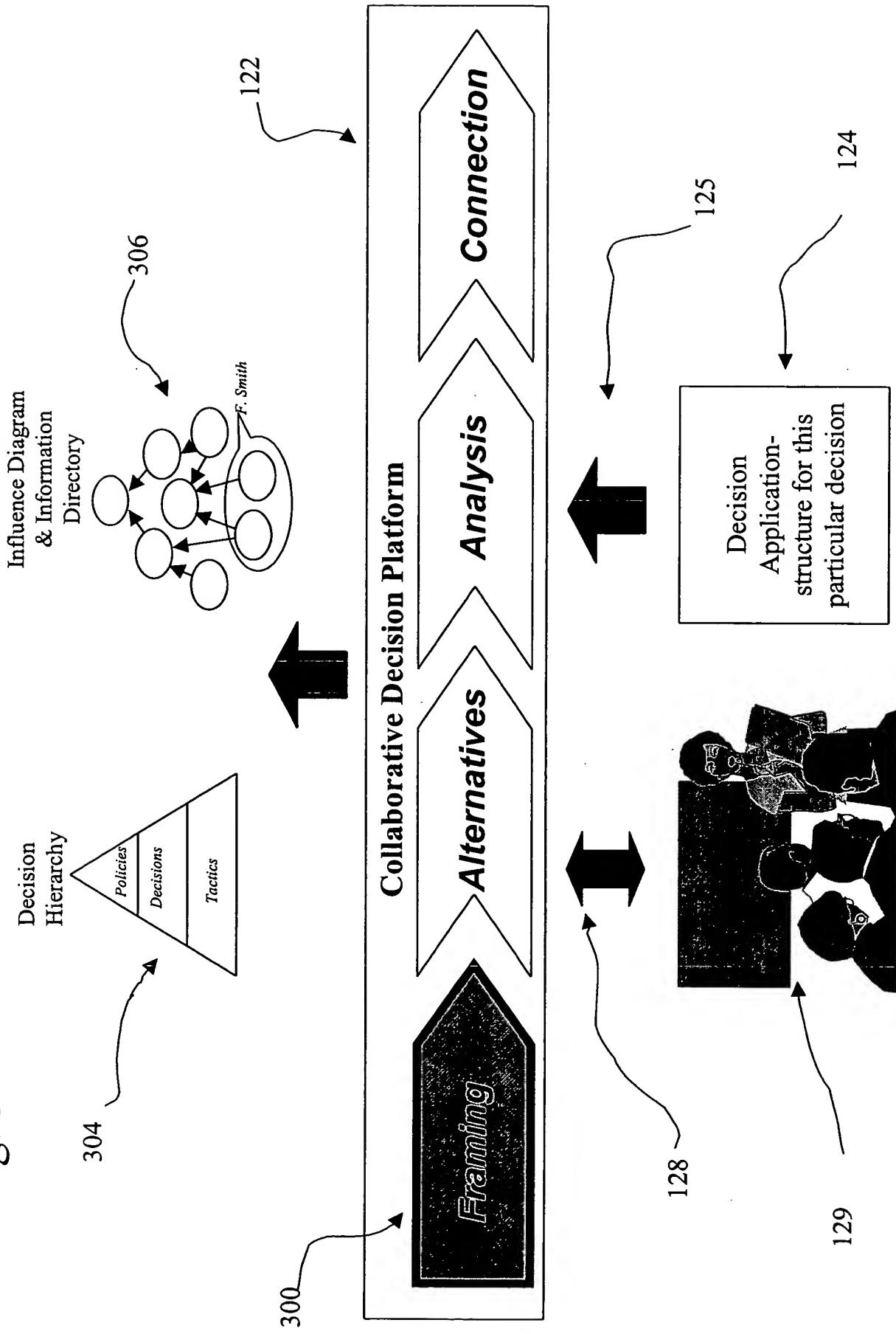


Fig. 3a

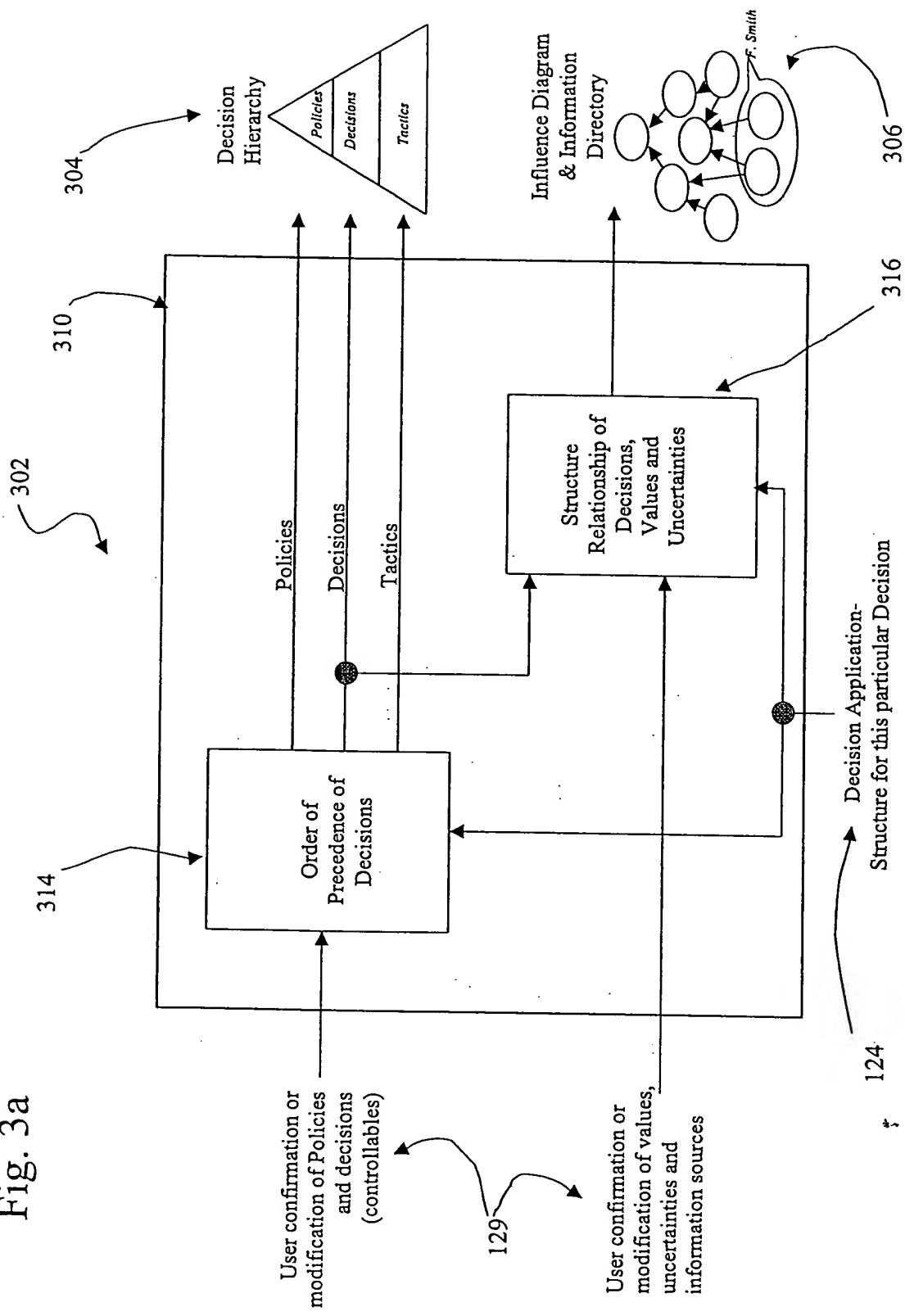


Fig. 4

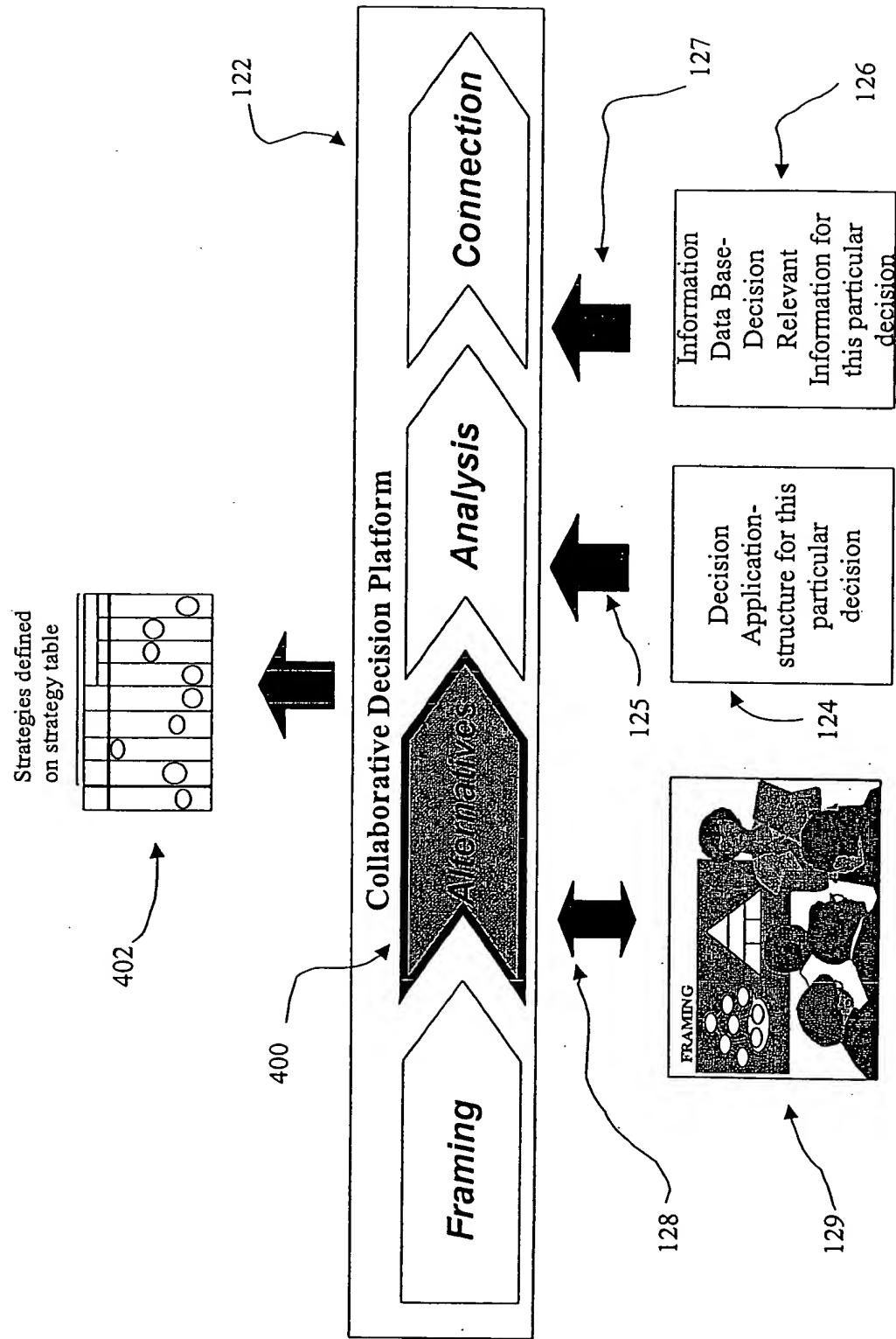


Fig. 4a

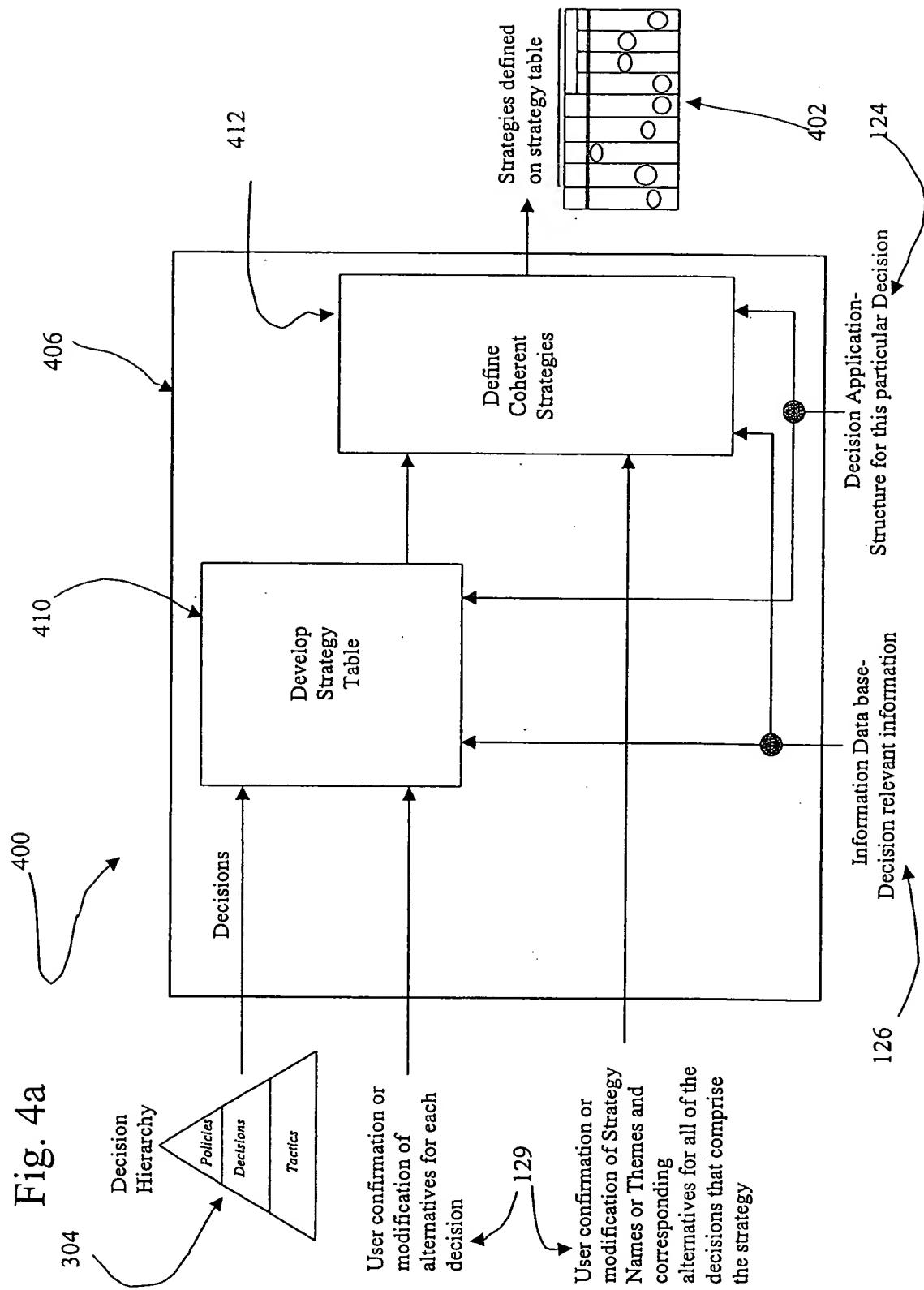


Fig. 5

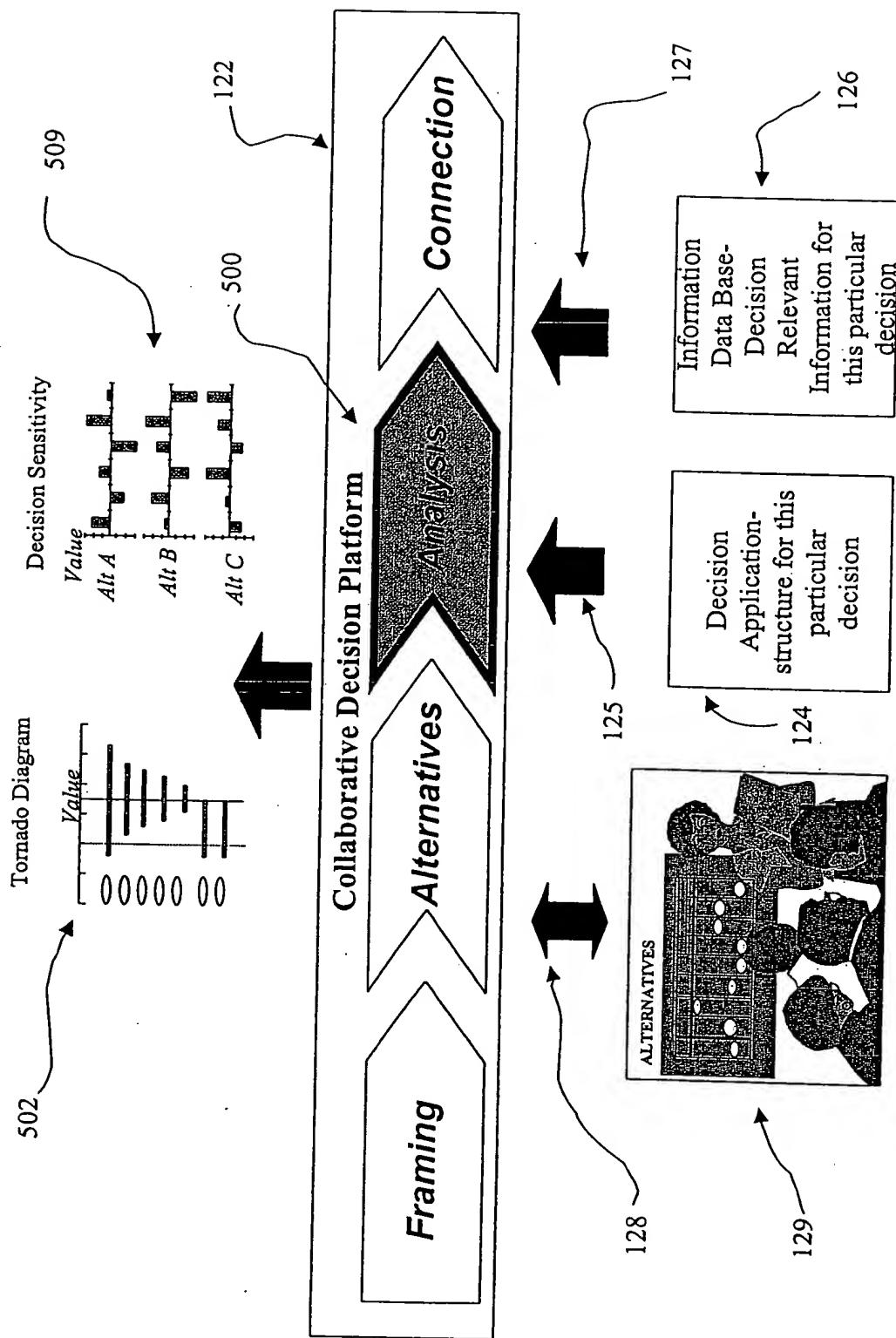


Fig. 5a

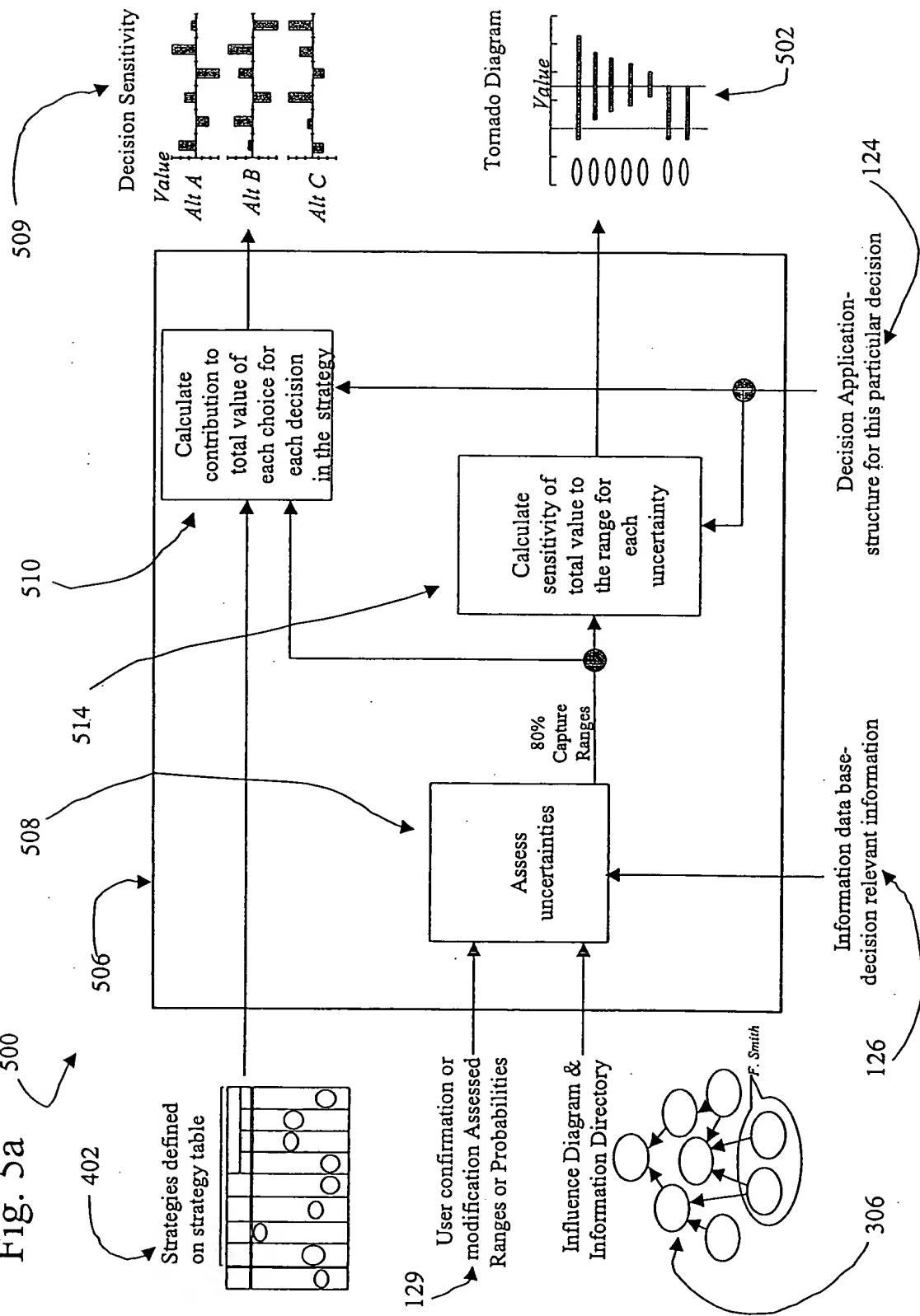


Fig. 6

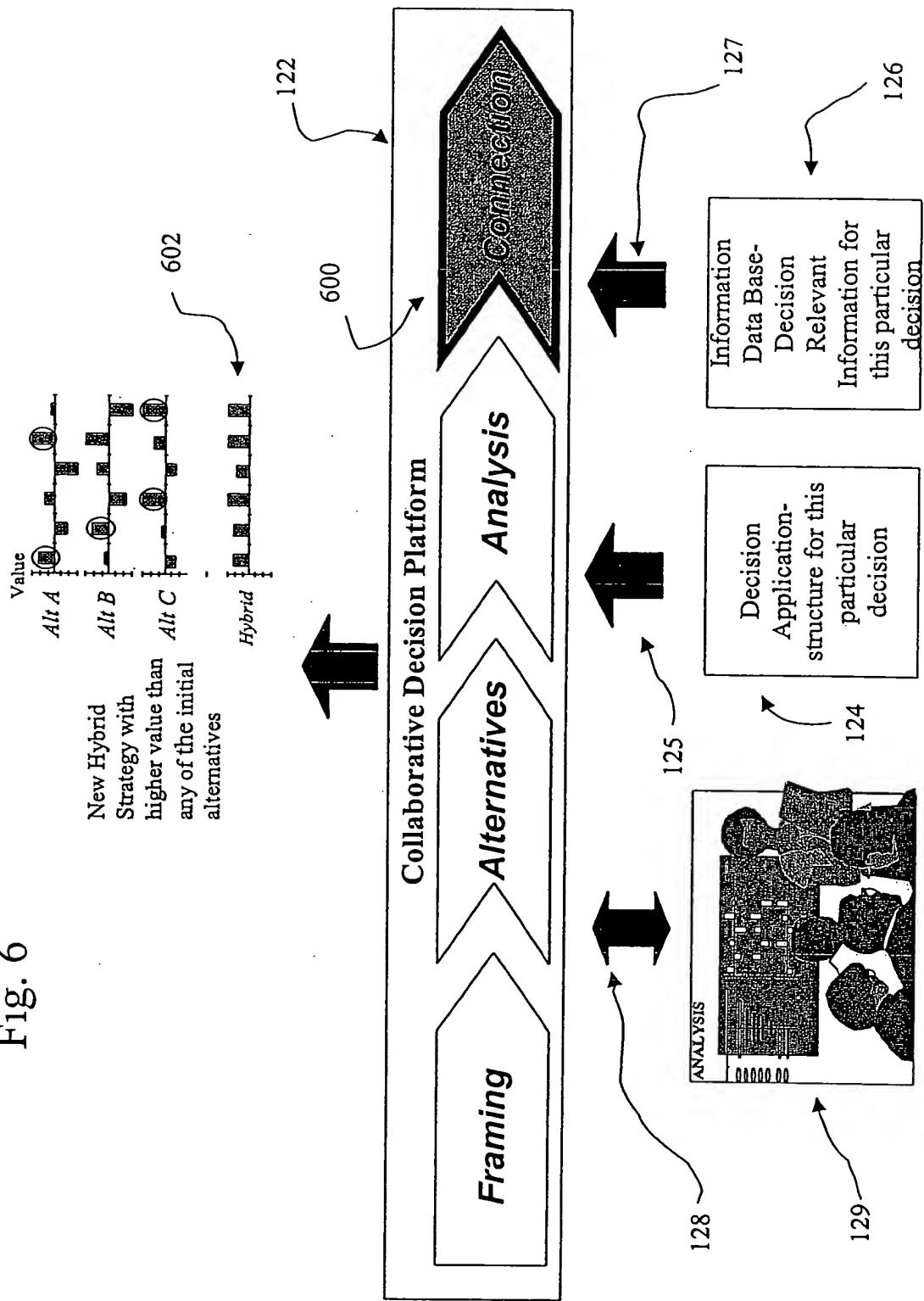


Fig. 6a

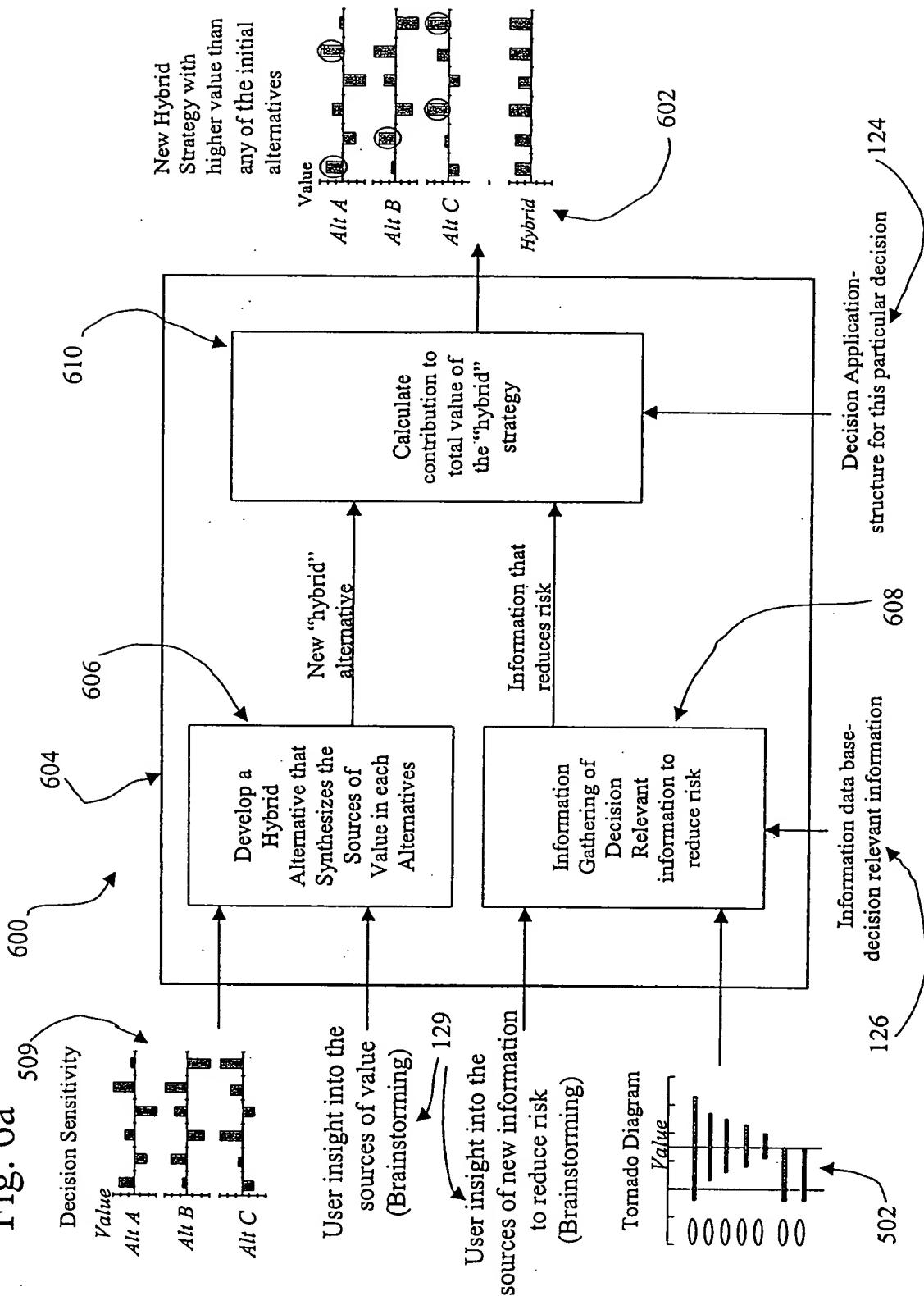
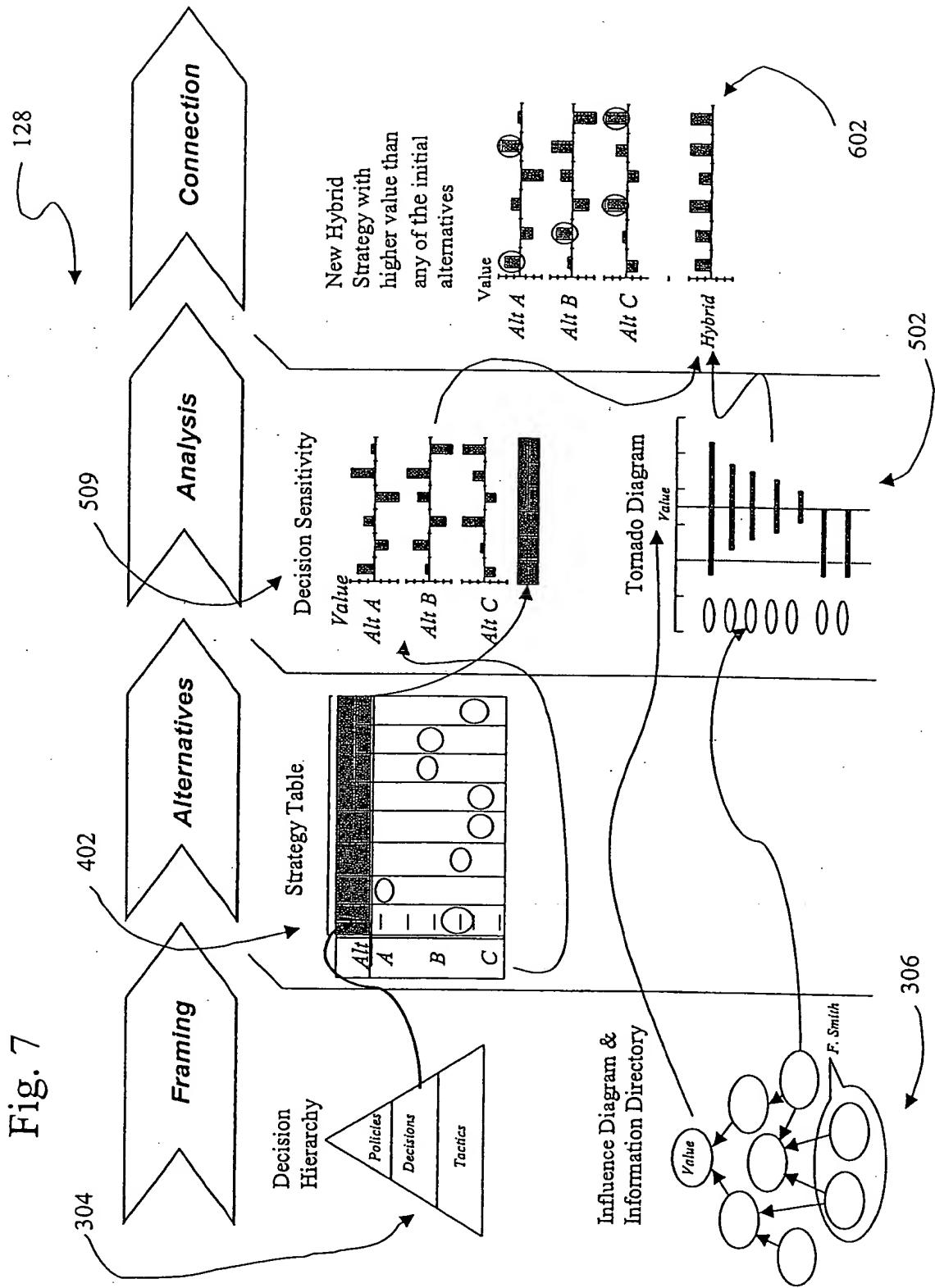


Fig. 7



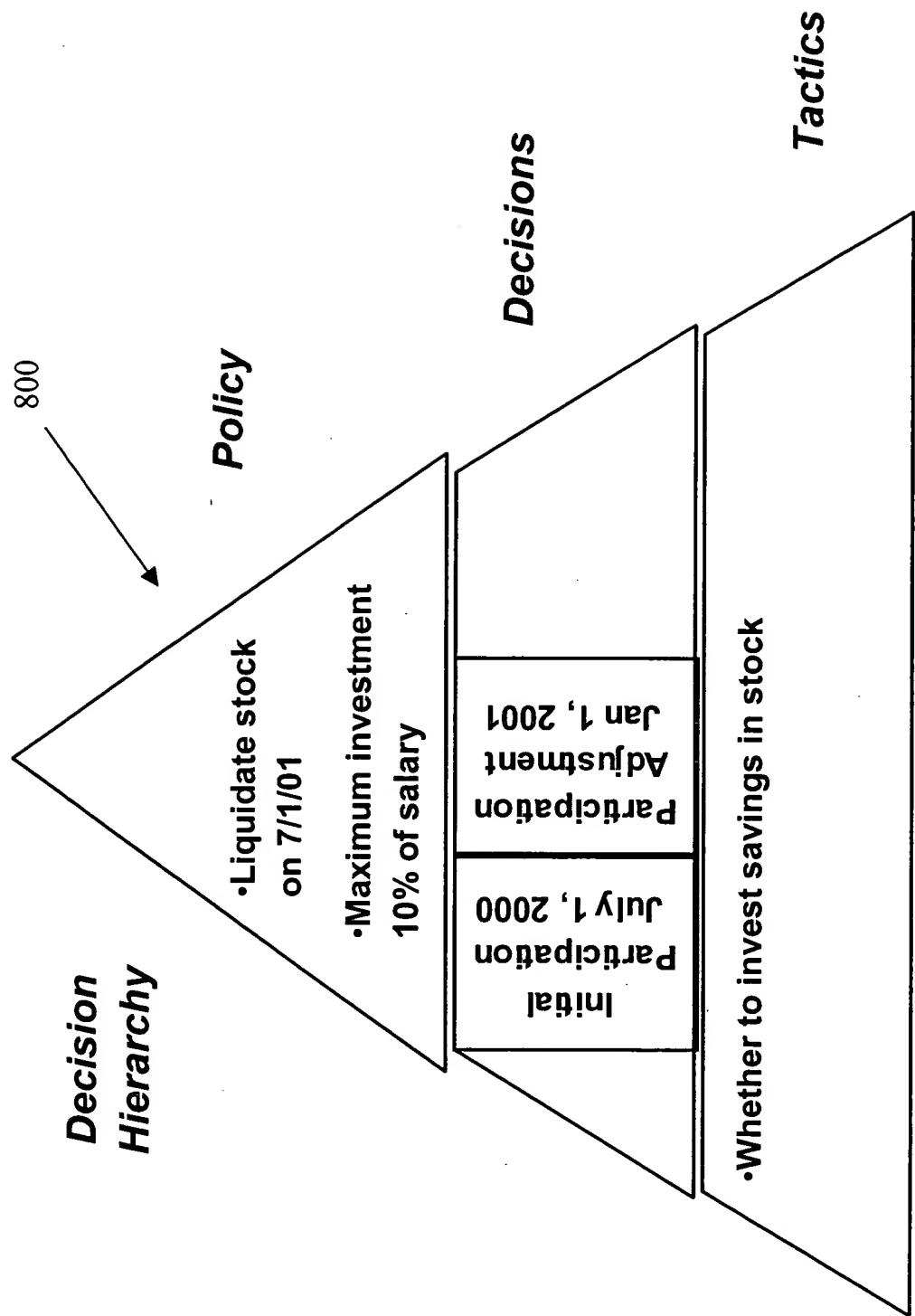


Fig. 8a

**Influence
Diagram**

802

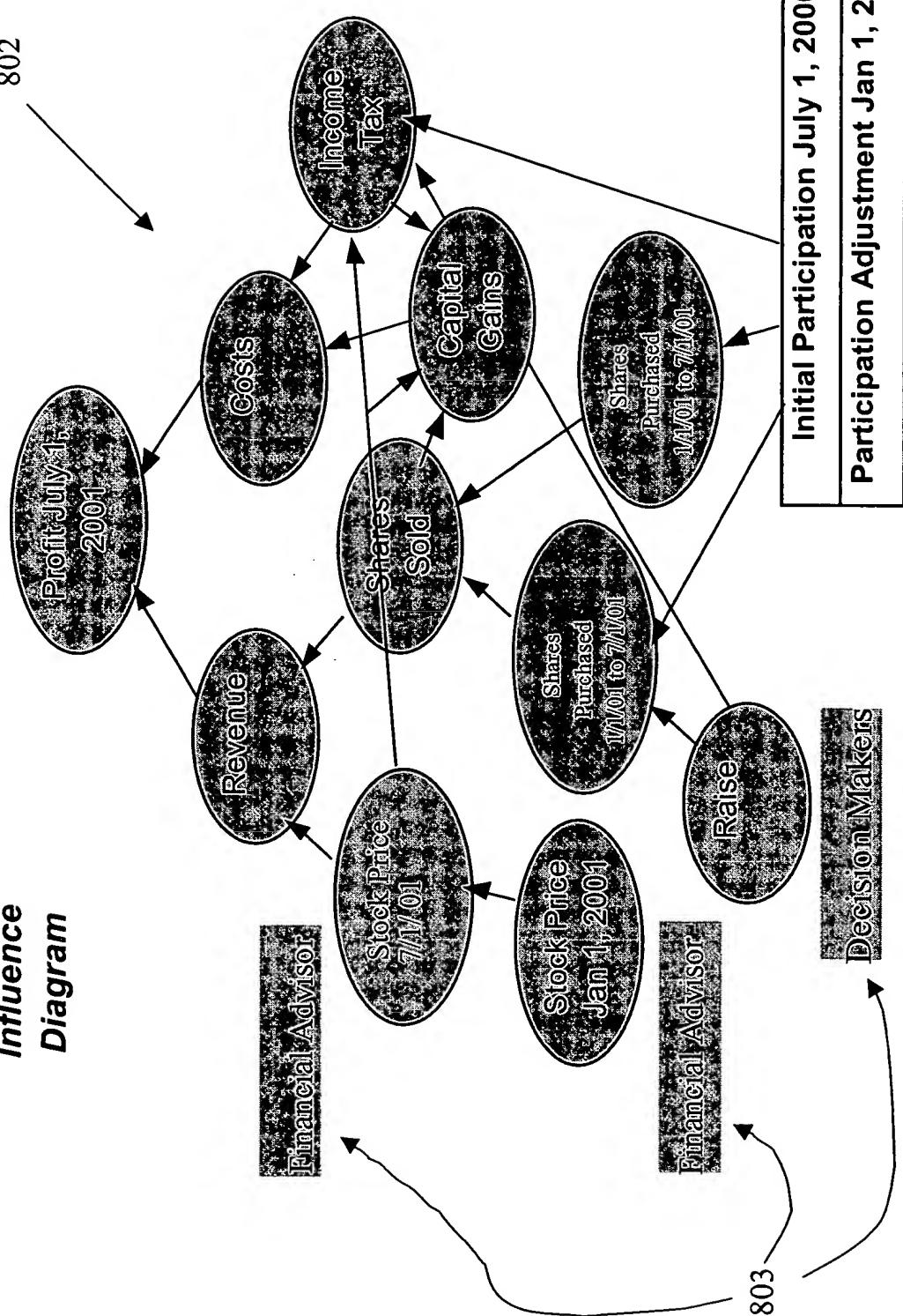
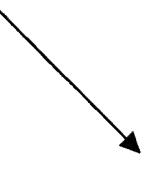


Fig. 8b

804



Strategy Name	Initial Participation July 1, 2000		Participation Adjustment Jan 1, 2001	
	No Participation	5%	0%	5%
In and Out			0%	0%
Out and In		7%		7%
			10%	10%

Fig. 8c

804

Strategy Name	Initial		July 1, 2000		Participation		Jan 1, 2001	
	No Participation	In and Out	0%	5%	7%	10%	Participation Adjustment	0%

Fig. 8d

**Influence
Diagram**

802

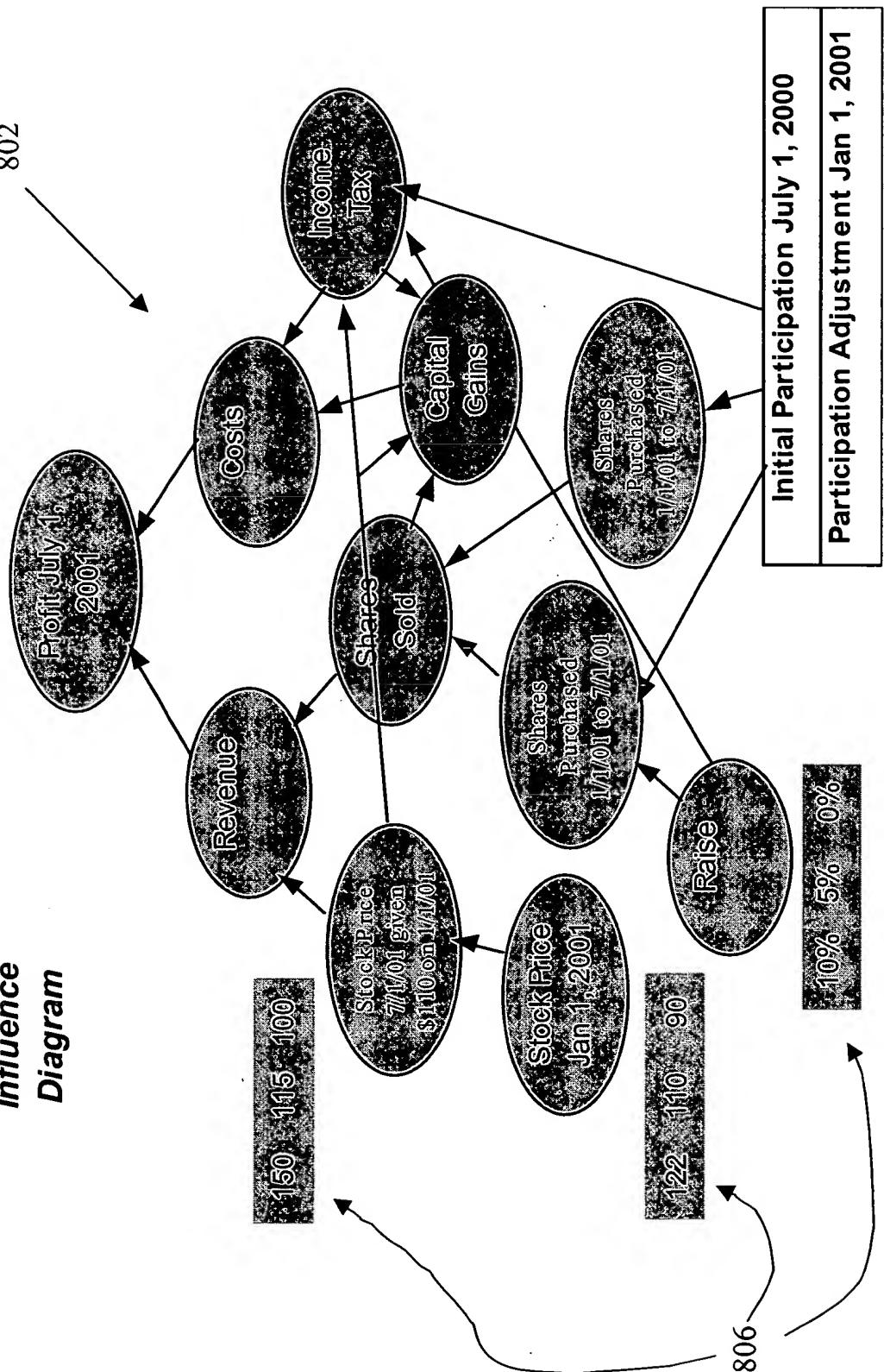


Fig. 8e

Initial Participation July 1, 2000
Participation Adjustment Jan 1, 2001

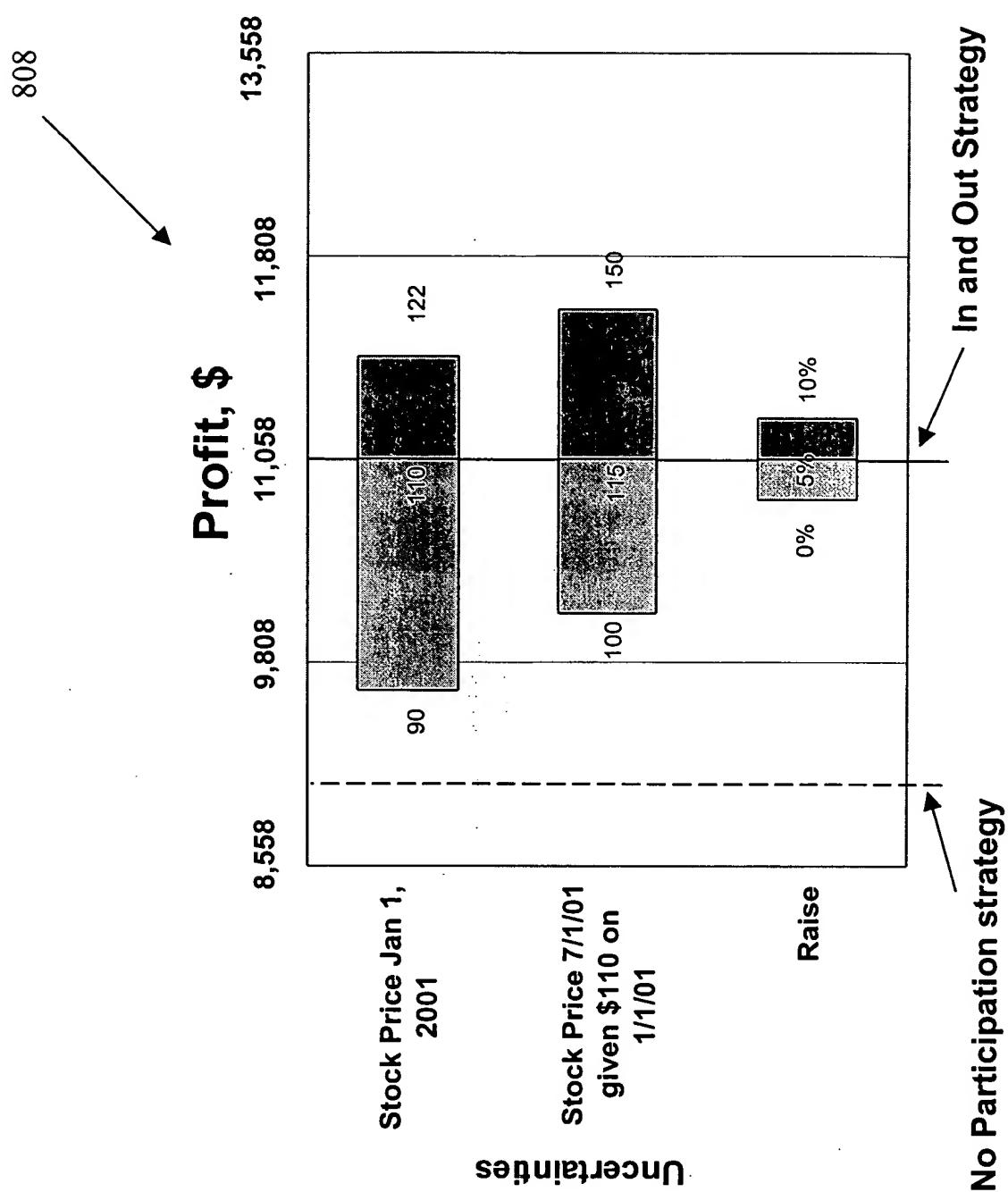


Fig. 8f

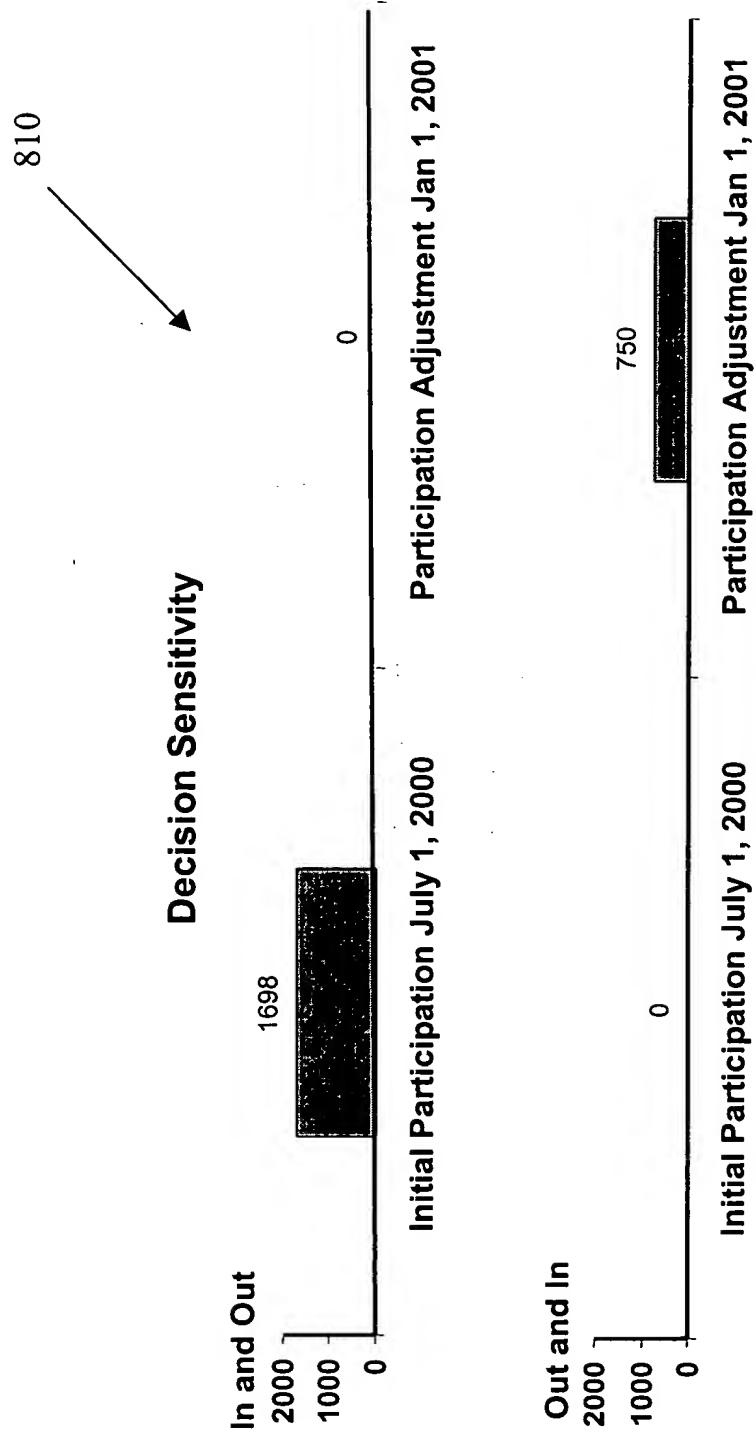


Fig. 8g

804

Strategy Name	Initial Participation July 1, 2000	Adjustment Jan 1, 2001
No Participation	0%	0%
In and Out	5%	5%
Out and In	7%	7%
Maximum Contribution	10%	10%

Fig. 8h

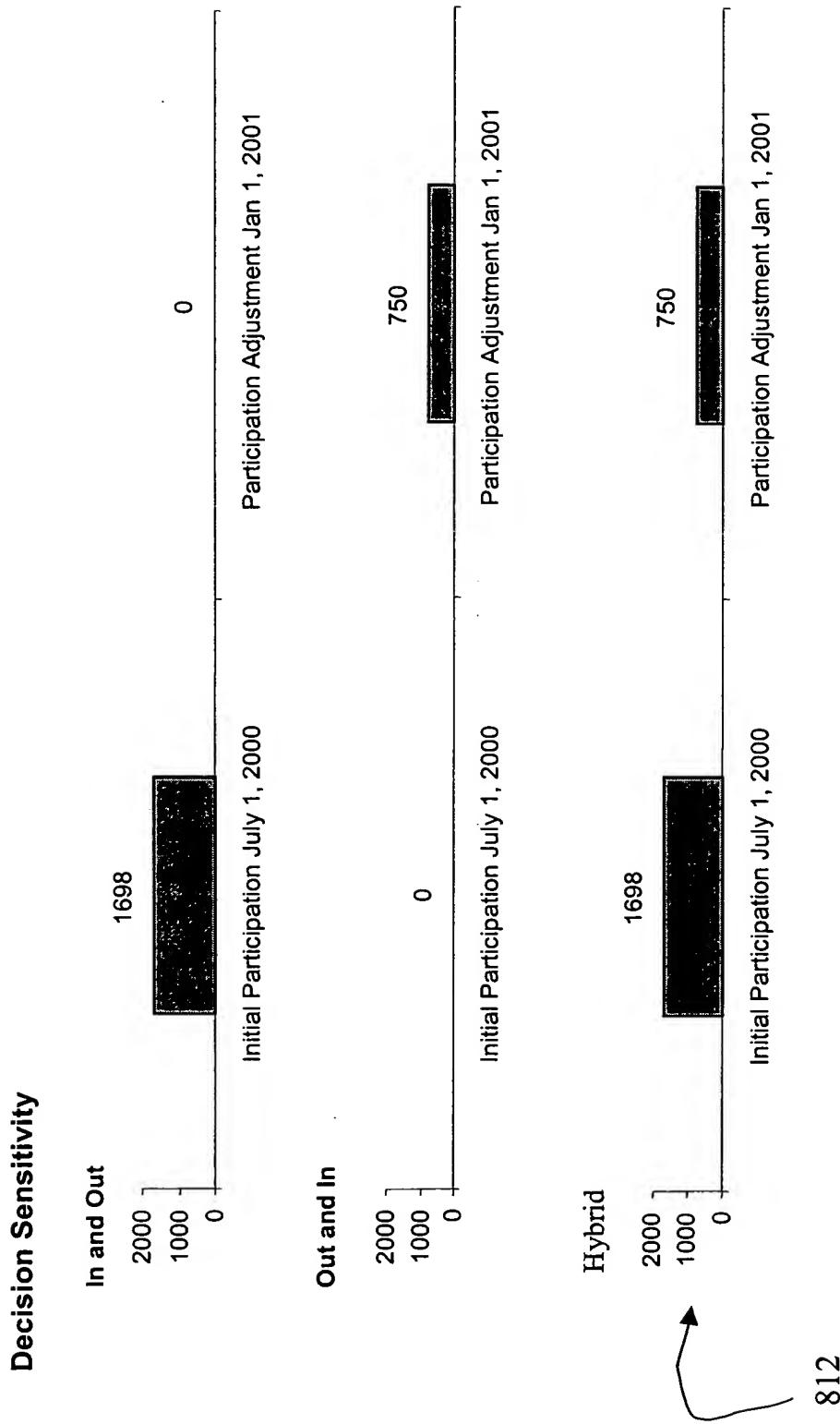


Fig. 8i

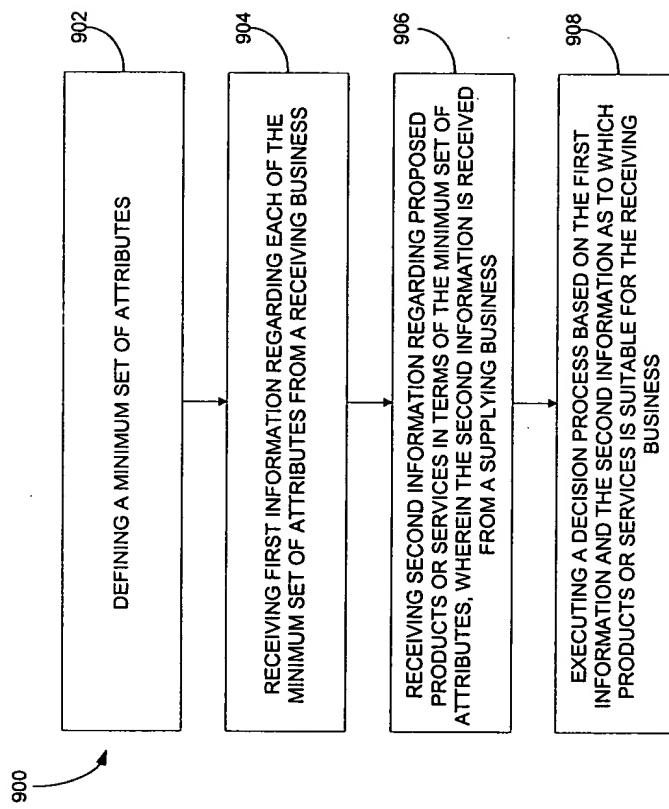


Fig. 9

920

C^3 Attribute	Value of one percent increase in C^3 Attribute	Typical Information Technology Company
Revenue (\$M)	200	15
COGS (\$M)	75	35
SG&A (\$M)	20	40
Inventory Turns	12	15
Receivable Turns	2	2

Fig. 9a

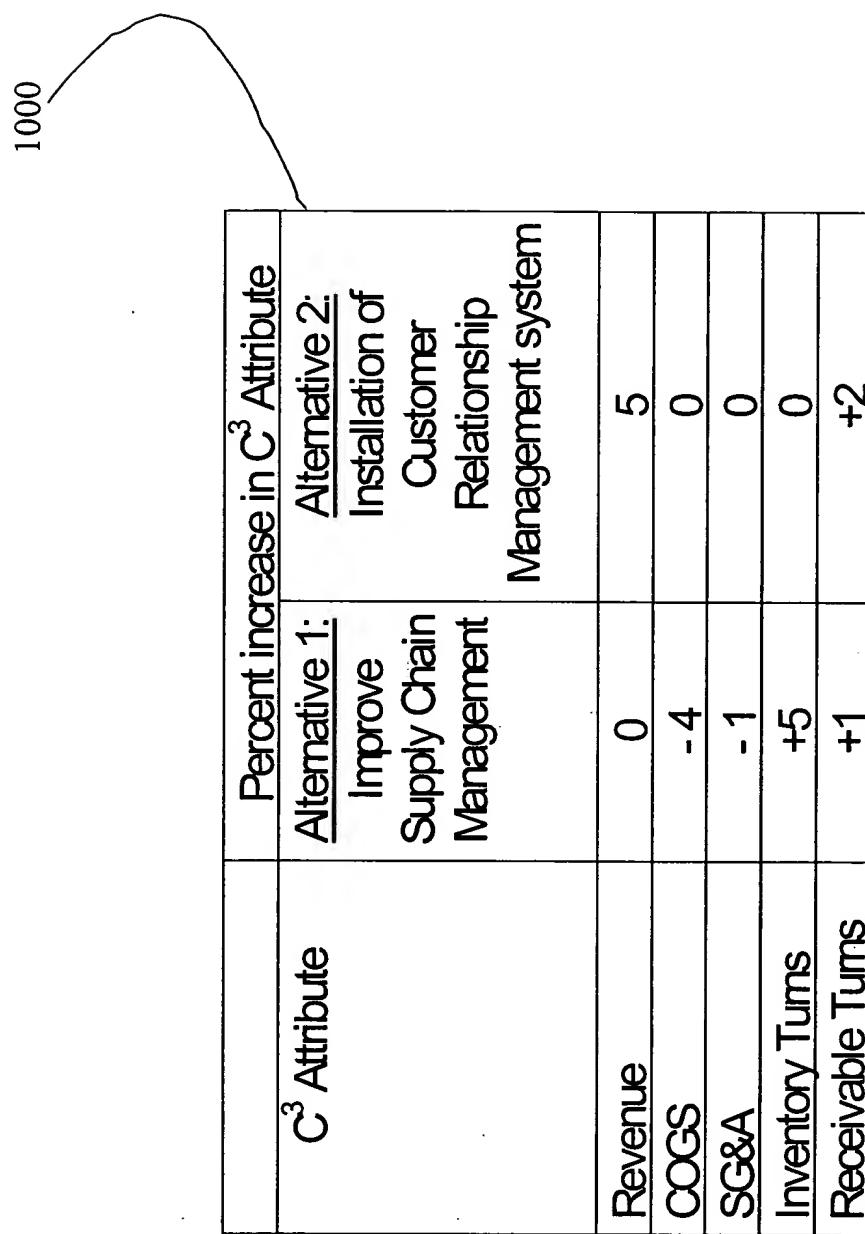


Fig. 10

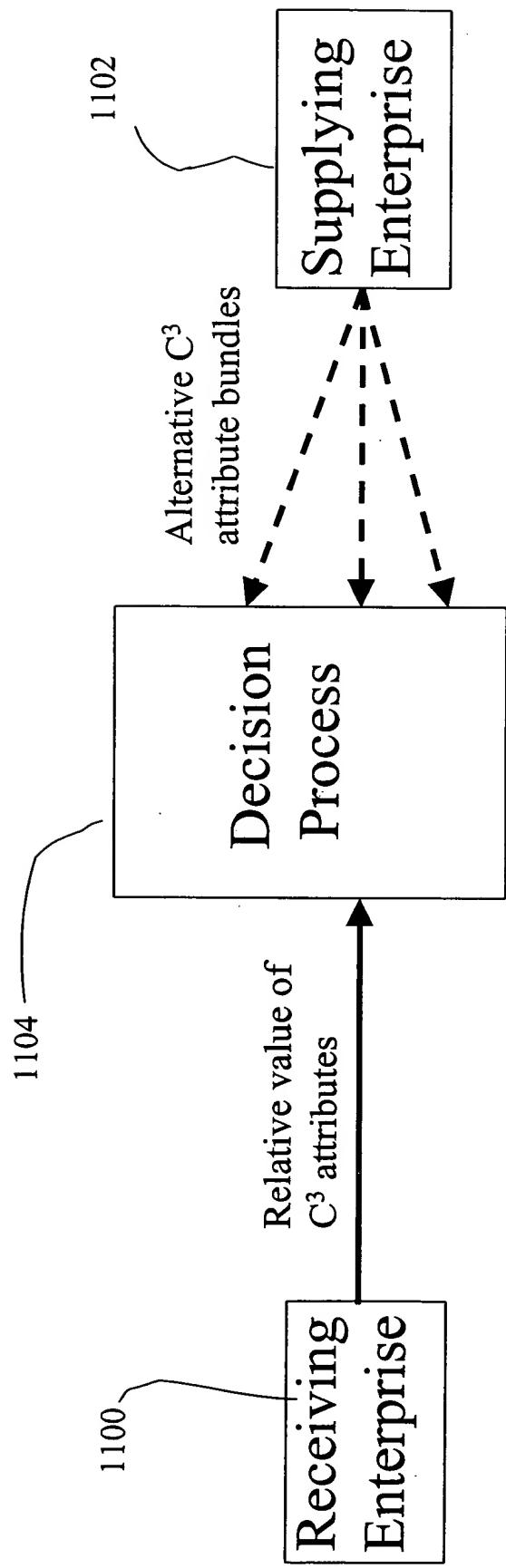


Fig. 11

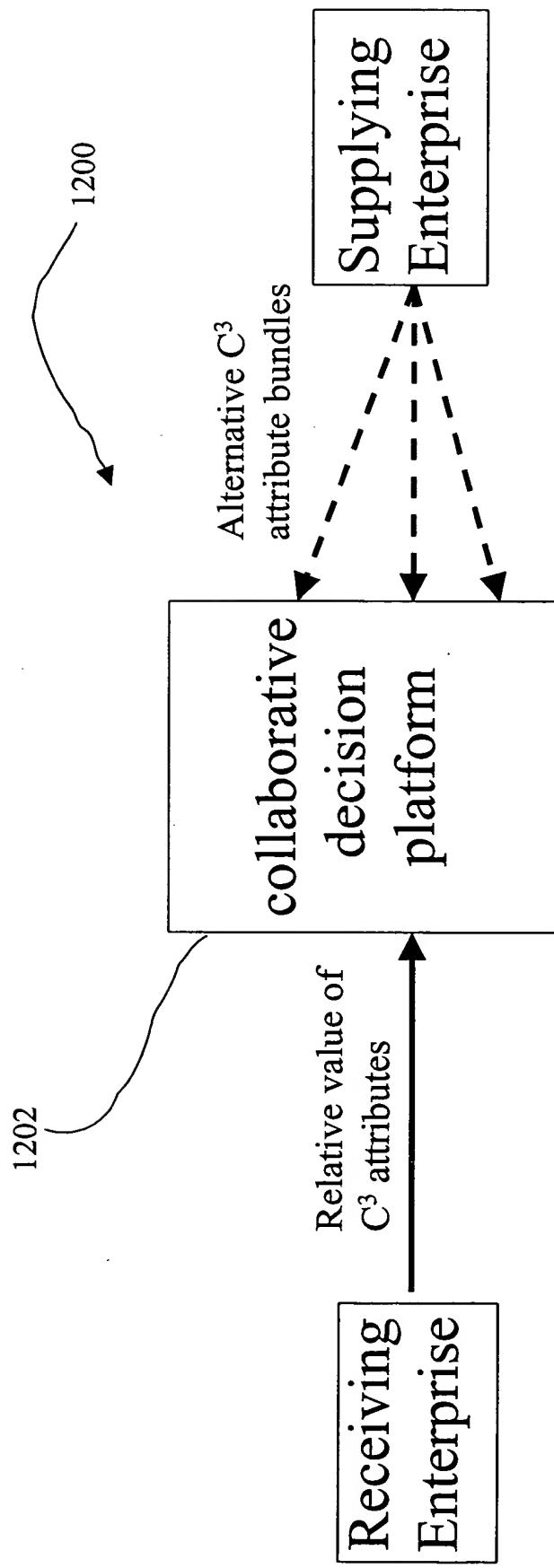


Fig. 12

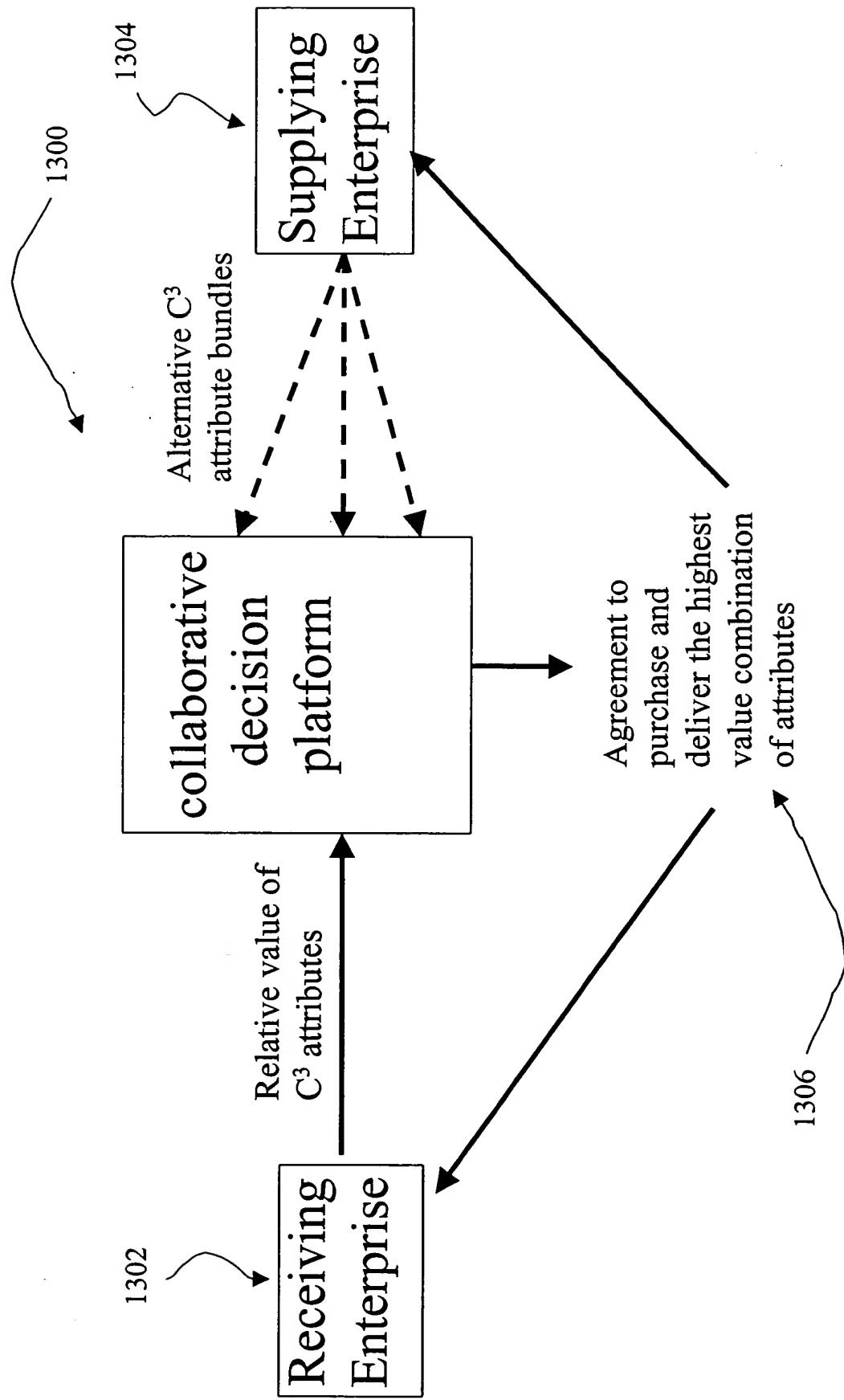


Fig. 13

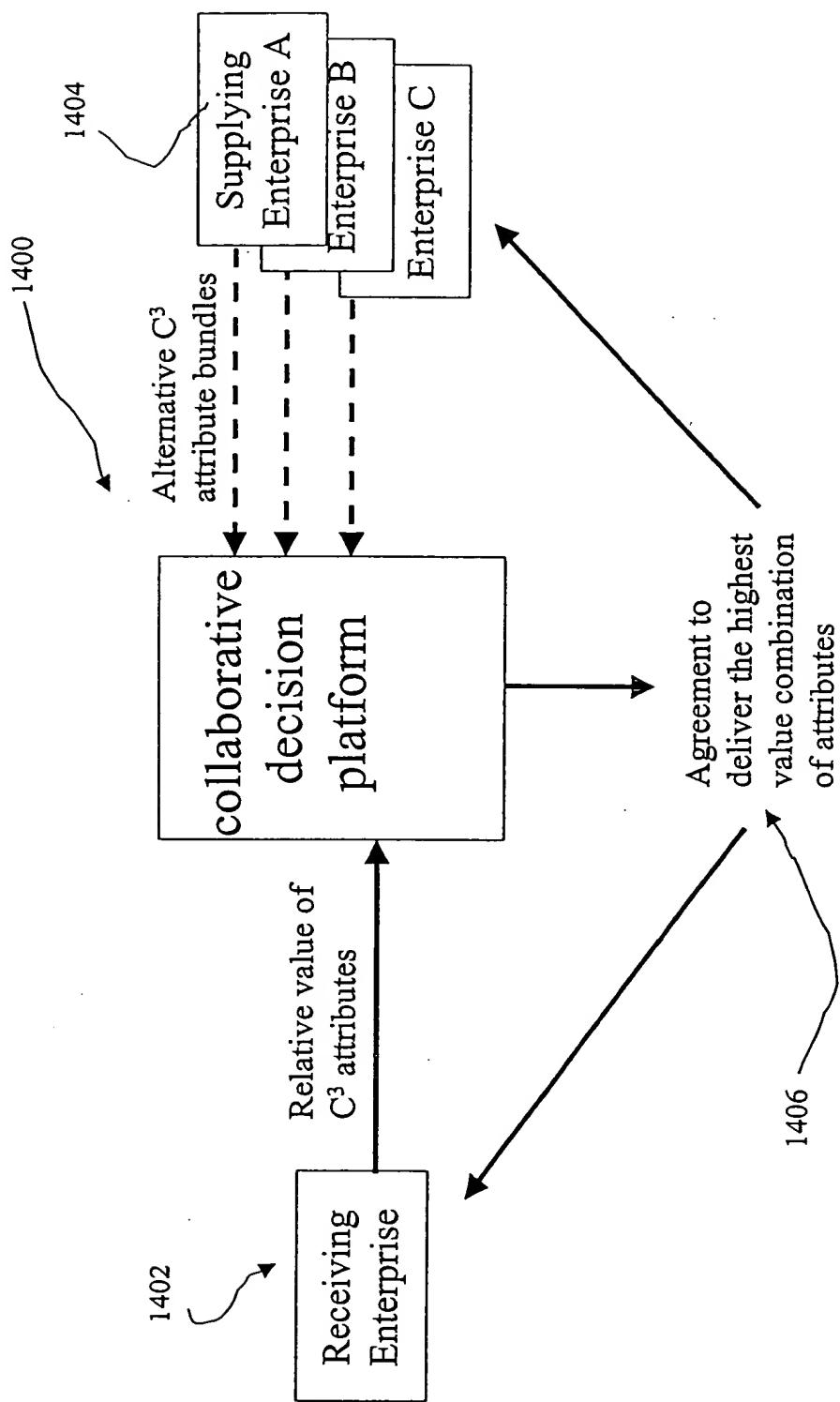


Fig. 14

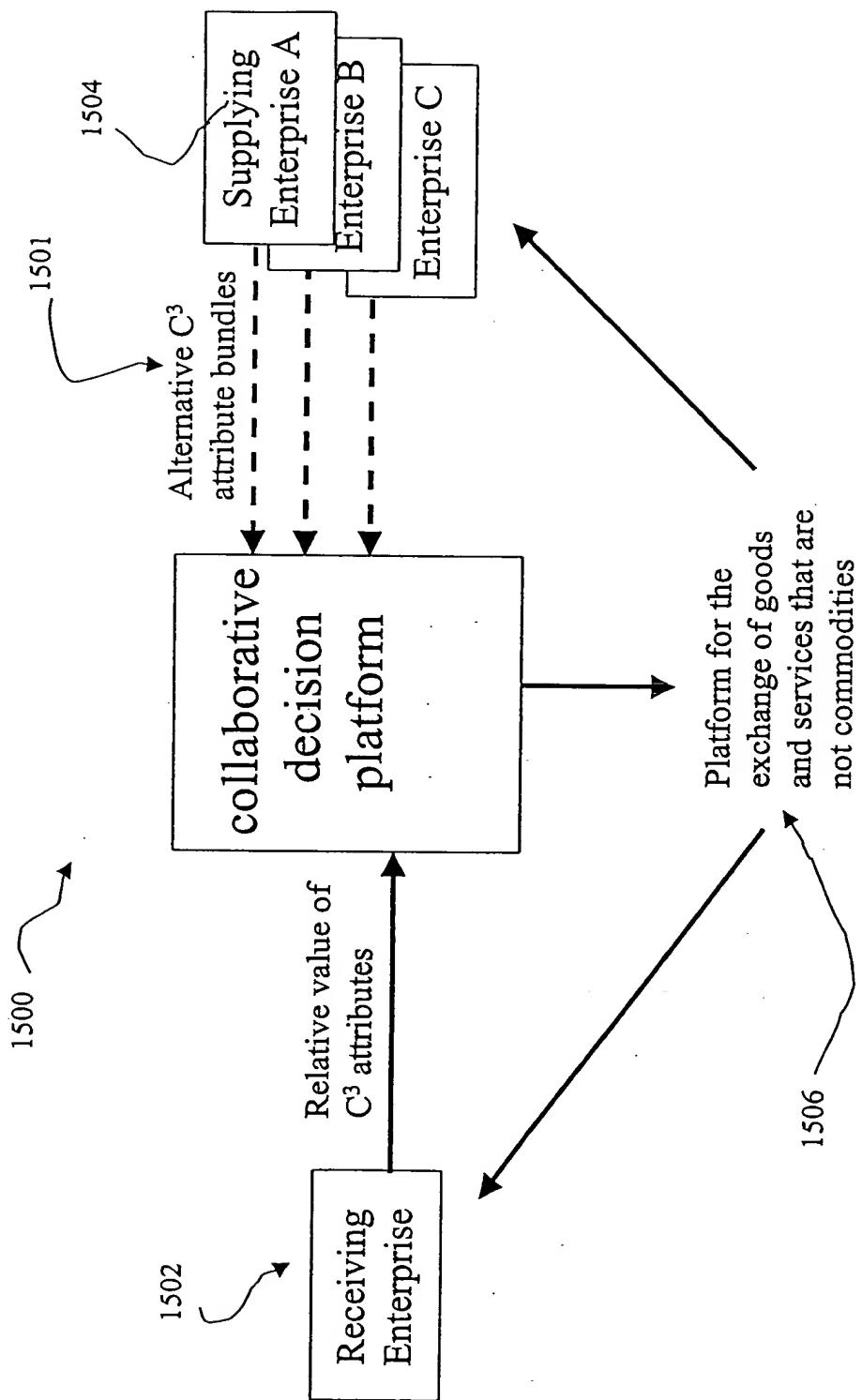


Fig. 15

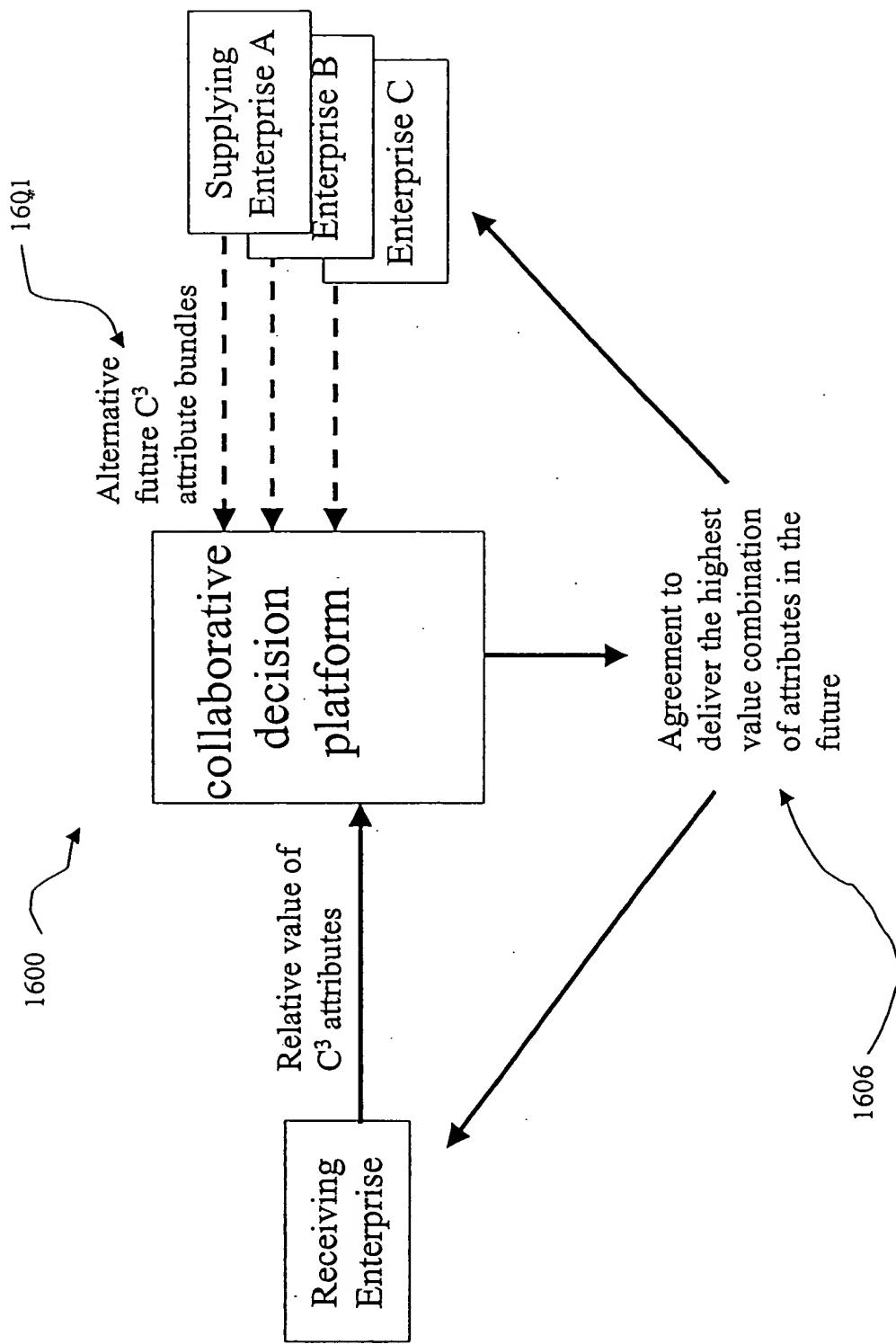


Fig. 16

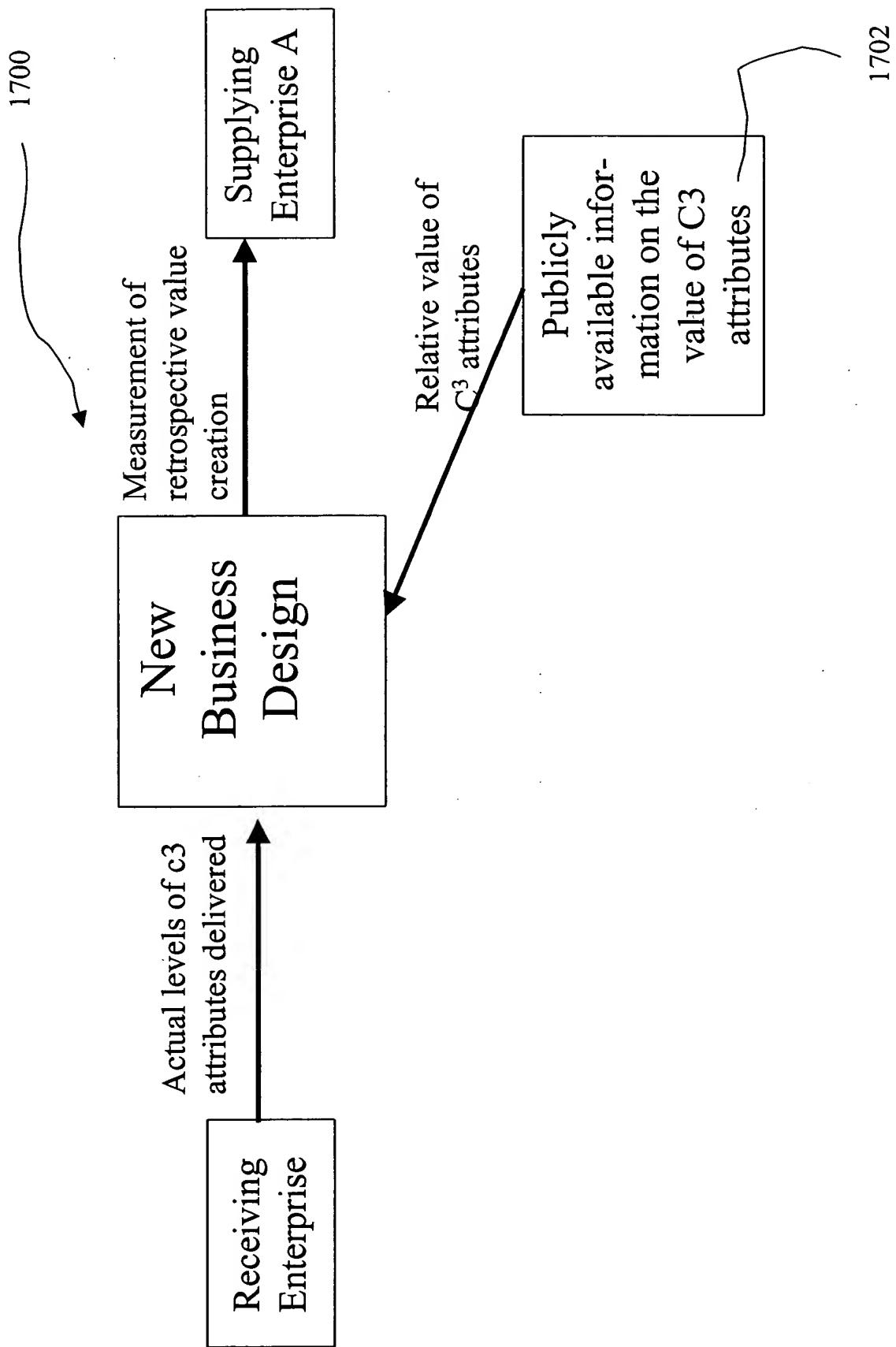


Fig. 17

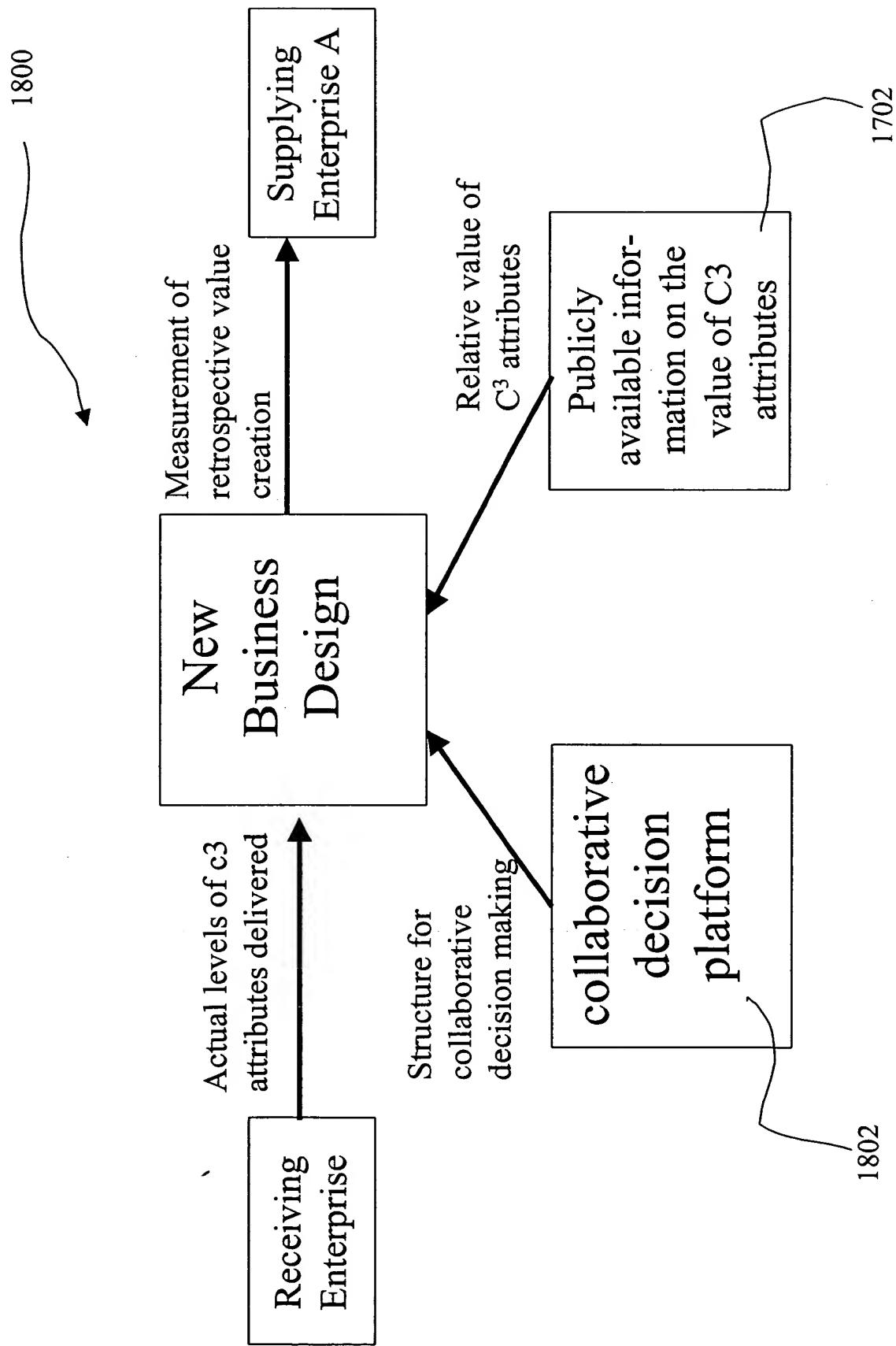


Fig. 18

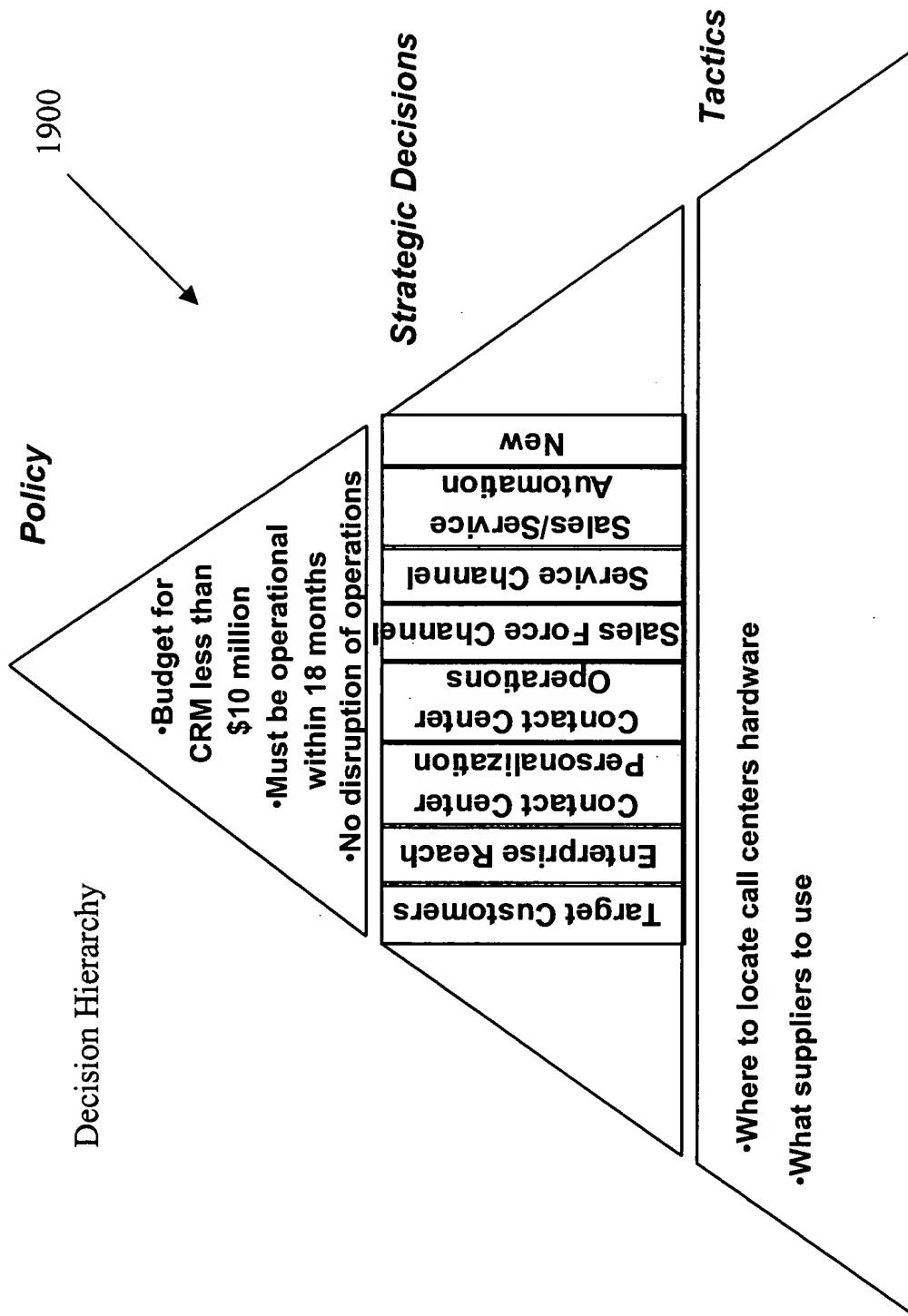


Fig. 19

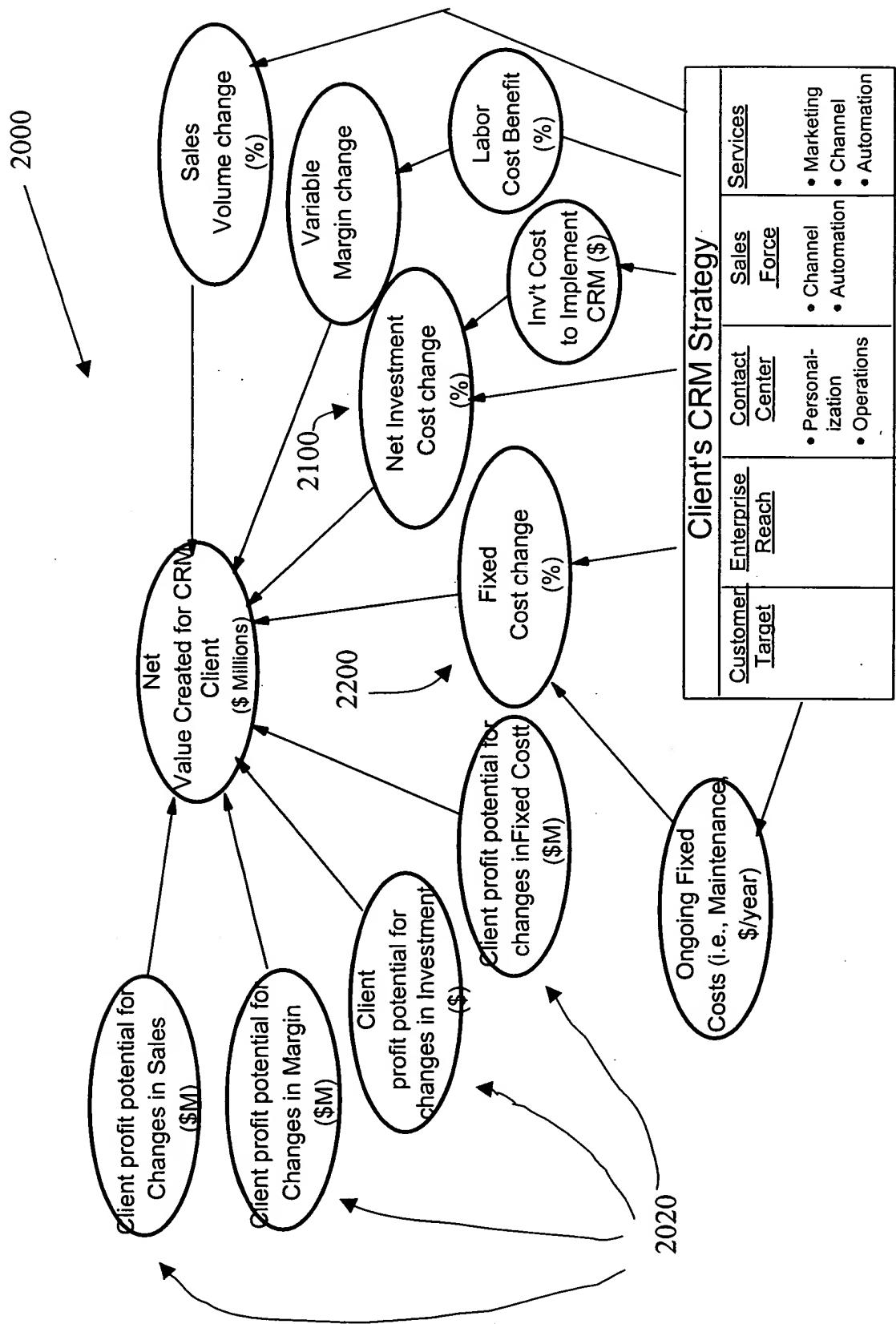


Fig. 20

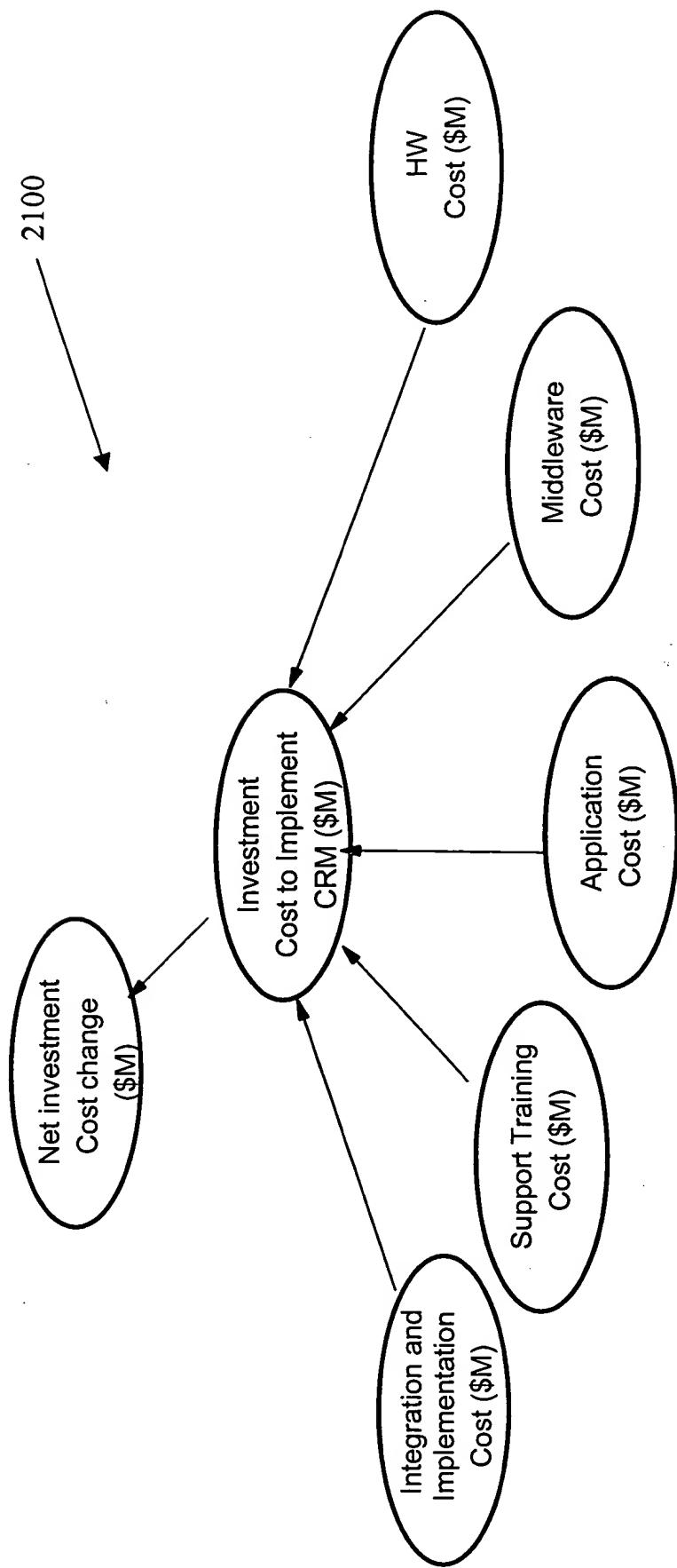


Fig. 21

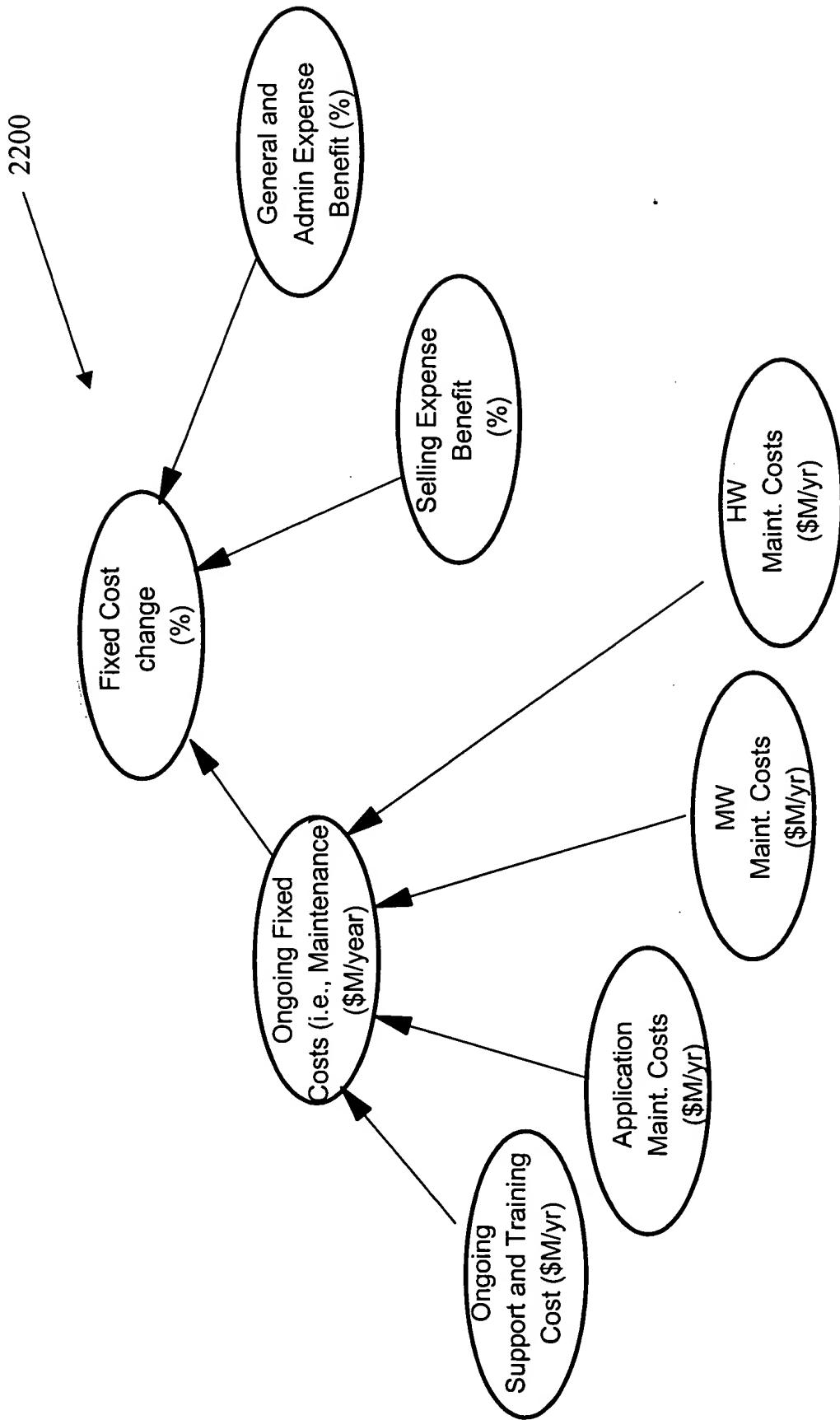


Fig. 22

Strategy Table

Strategy Name	Target Customers	Enterprise	Contact Center Personalization	Sales Force Channel	Service Channel	Sales/Service Automation	New
Momentum	Current	Current	One Size Fits All	Outsource	Outsource	None	
Low Cost	Lifetime Value	New Region	Selected Segments	Outsource	Tele Sales	Multiple Legacy	
Increased Value	Deselect	Global	Current	Outsource	Tele Sales	Package	
	Consolidate Segments	All Segments	Consolidate	Indirect	Indirect	Process Based	
	Needs/Wants	Every Contact	Improve Efficiency	Direct	Direct		
			New	Combined	Combined		
				Portal	Portal		

Add Strategy
Reset Strategy

Fig. 23a

2300

Strategy Table

Strategy Name	Target Customers	Enterprise Reach	Contact Center Personalization	Sales Force Channel	Service Channel	Sales/Service Automation	New
Momentum	Current	Current	One Size Fits All	Outsource	Outsource	None	
Low Cost	Lifetime Value	New Region	Selected Segments	Outsource	Tele Sales	Multiple Legacy	
Increased Value	Deselect	Global	All Segments	Current	Indirect	Package	
			Every Contact	Indirect	Direct	Process Based	
			Needs/Wants	Consolidate	Direct		
				Improve Efficiency	Combined		
				New	Combined		
					Portal		
					Portal		

Fig. 23b

2302

Strategy Table

Strategy Name	Target Customers	Enterprise Reach	Contract Center	Sales Force Channel	Service Channel	Sales/Service Automation	New
Momentum	Current	Current	One Size Fits All	Outsource	Outsource	None	
Low Cost	Lifetime Value	New Region	Selected Segments	Tele Sales	Tele Sales	Multiple Legacy	
			All Segments	Indirect	Indirect	Package	
			Every Contact	Direct	Direct	Process Based	
						Combined	
						Combined	
						Portal	
						Portal	

Add Strategy
Reset Strategy

Fig. 23c

2304

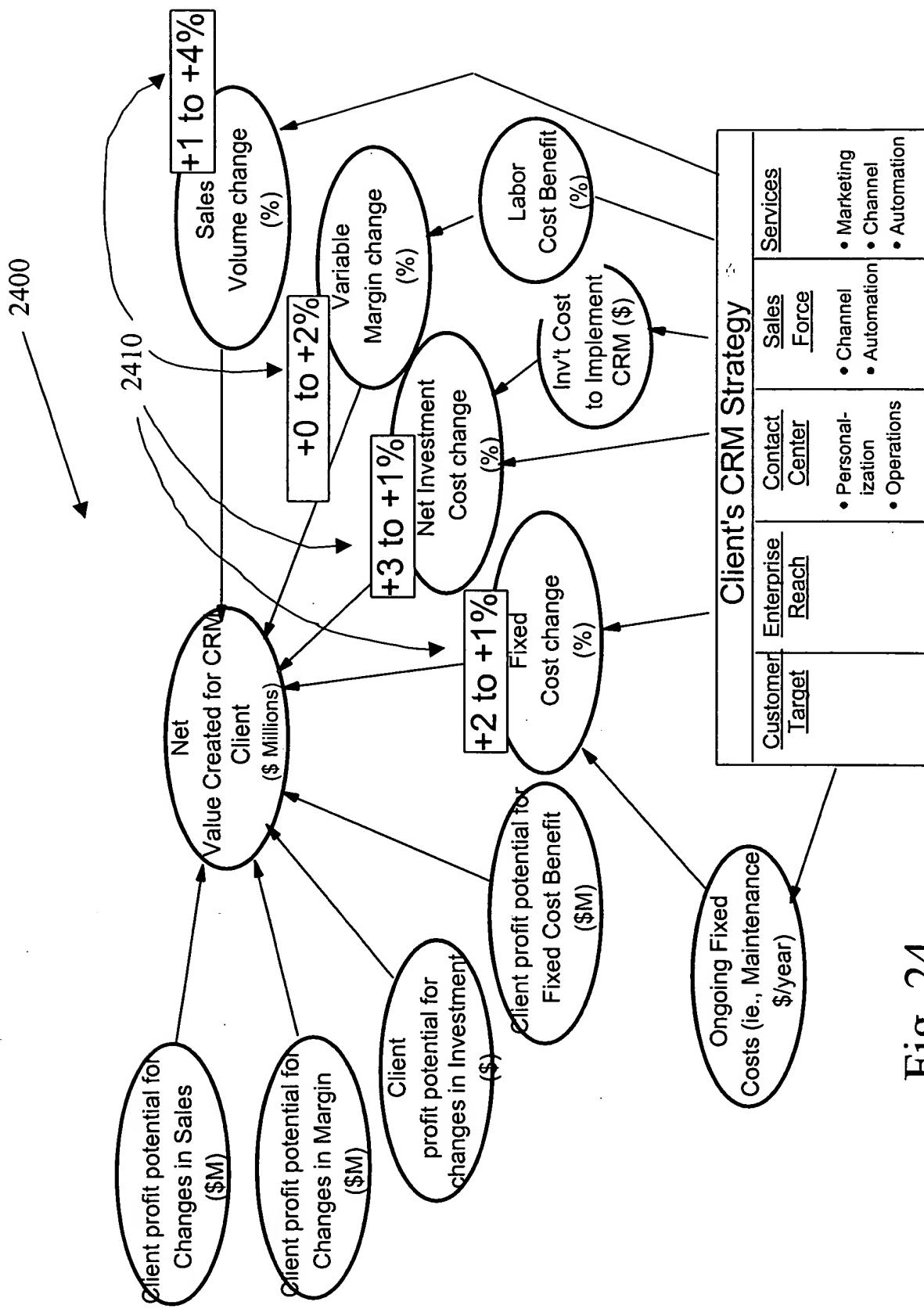
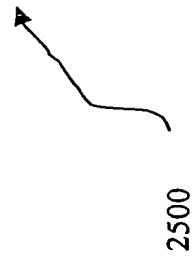


Fig. 24

C3 Attribute	Value of a one percent increase in the C3 attribute	Value of a one percent increase in the C3 attribute
Typical New Vehicle for Automotive manufacturer (\$ Millions/year)		Typical new software product for technology company (\$ Millions/year)
Sales Volume (units)	100	40
Variable Margin (%)	170	15
Investment Cost (\$)	-20	-3
Fixed Cost (\$)	-10	-30

Fig. 25



C3 Attribute	Value of a one percent increase in the C3 attribute for a typical New Vehicle for Automotive manufacturer (\$ Millions/year)	Alternative 3: Best Buy/ Cost -Driven (Percent increase in the C3 attribute)	Total value for C3 attribute increase (\$ Millions/year)
Sales Volume (units)	100	+2	200
Variable Margin (%)	170	+1	170
Investment Cost (\$)	-20	+2	-40
Fixed Cost (\$)	-10	+2	-20
Total			310

2600



Fig. 26

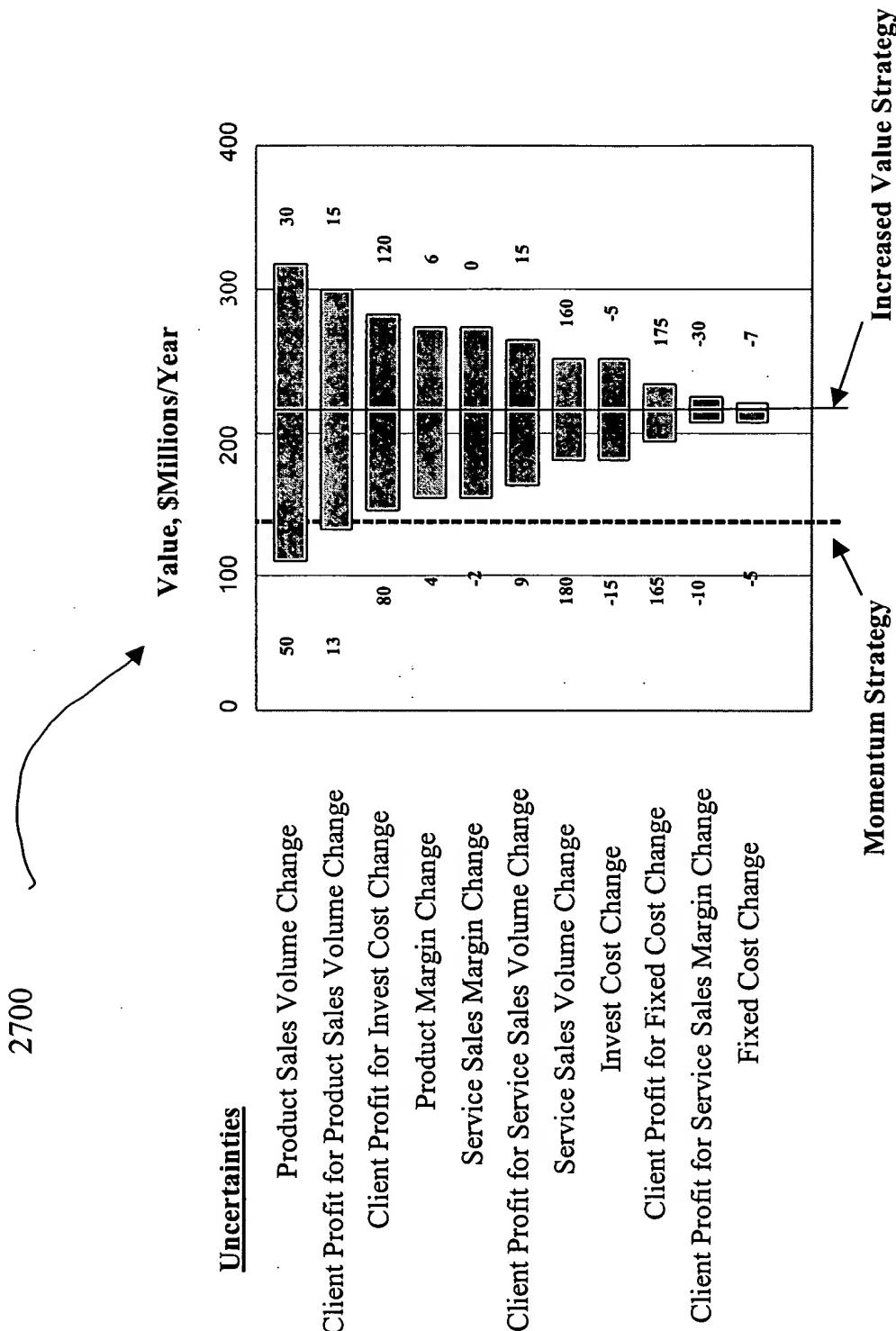
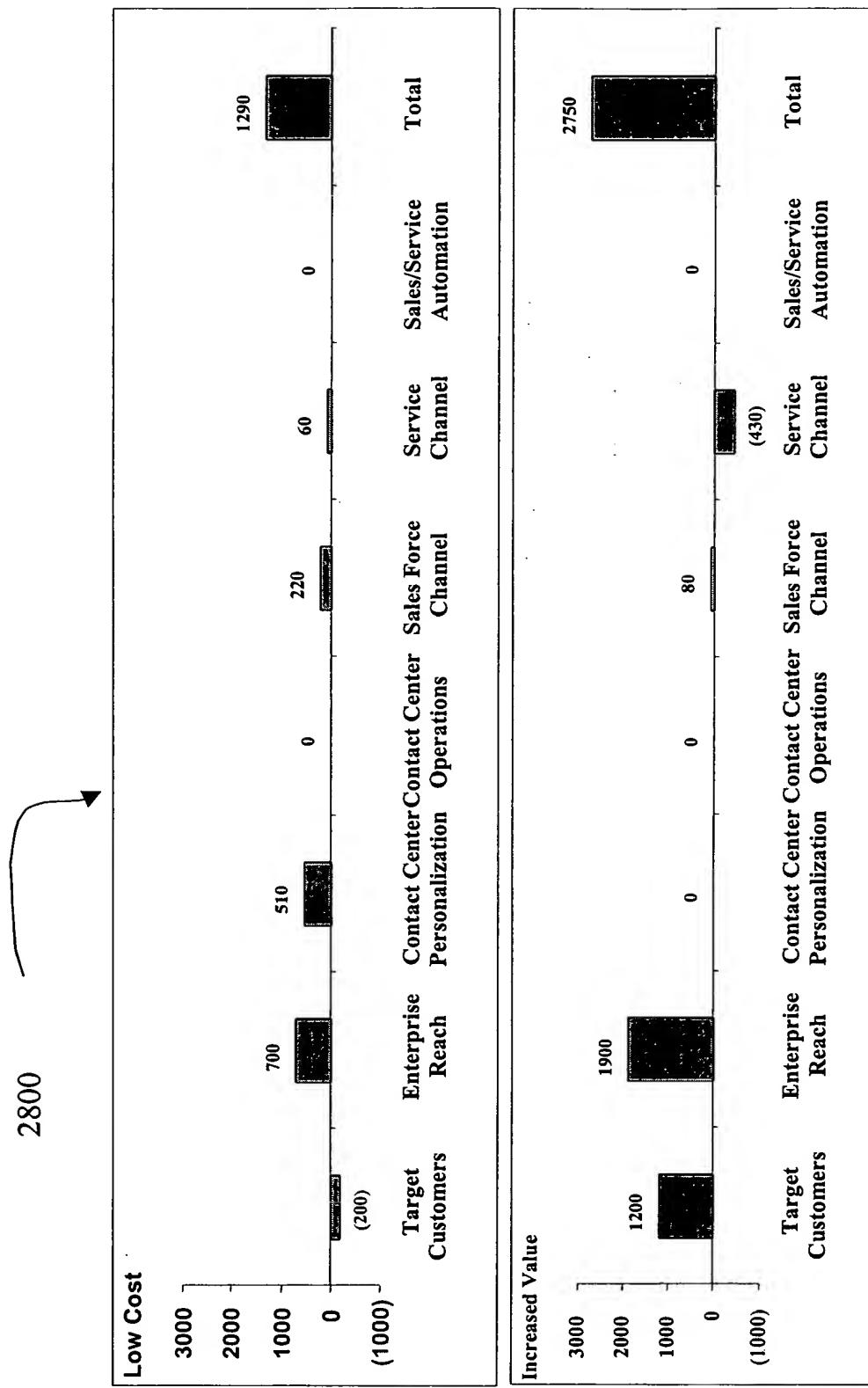


Fig. 27

Fig. 28



Strategy Table

Strategy Name	Target Customers	Enterprise Reach	Contact Center Personalization	Contact Center Operations	Sales Force Channel	Service Channel	Sales/Service Automation	New
Momentum	Current	Current	One Size Fits All	Outsource	Outsource	Outsource	None	
Low Cost	Lifetime Value	New Region	Selected Segments	Current	Tele Sales	Tele Sales	Multiple Legacy	
Increased Value	Deselect	Global	All Segments	Consolidate	Indirect	Indirect	Package	
	Consolidate Segments	Needs/Wants	Every Contact	New	Direct	Direct	Process Based	
	Hybrid	Needs/Wants	Global	Improve Efficiency	Combined	Combined	Portal	
	Add Strategy	Needs/Wants	All Segments	Current	Outsource	Outsource	Multiple Legacy	
	Reset Strategy	Needs/Wants	Every Contact	Indirect	Indirect	Indirect	Package	

Fig. 29

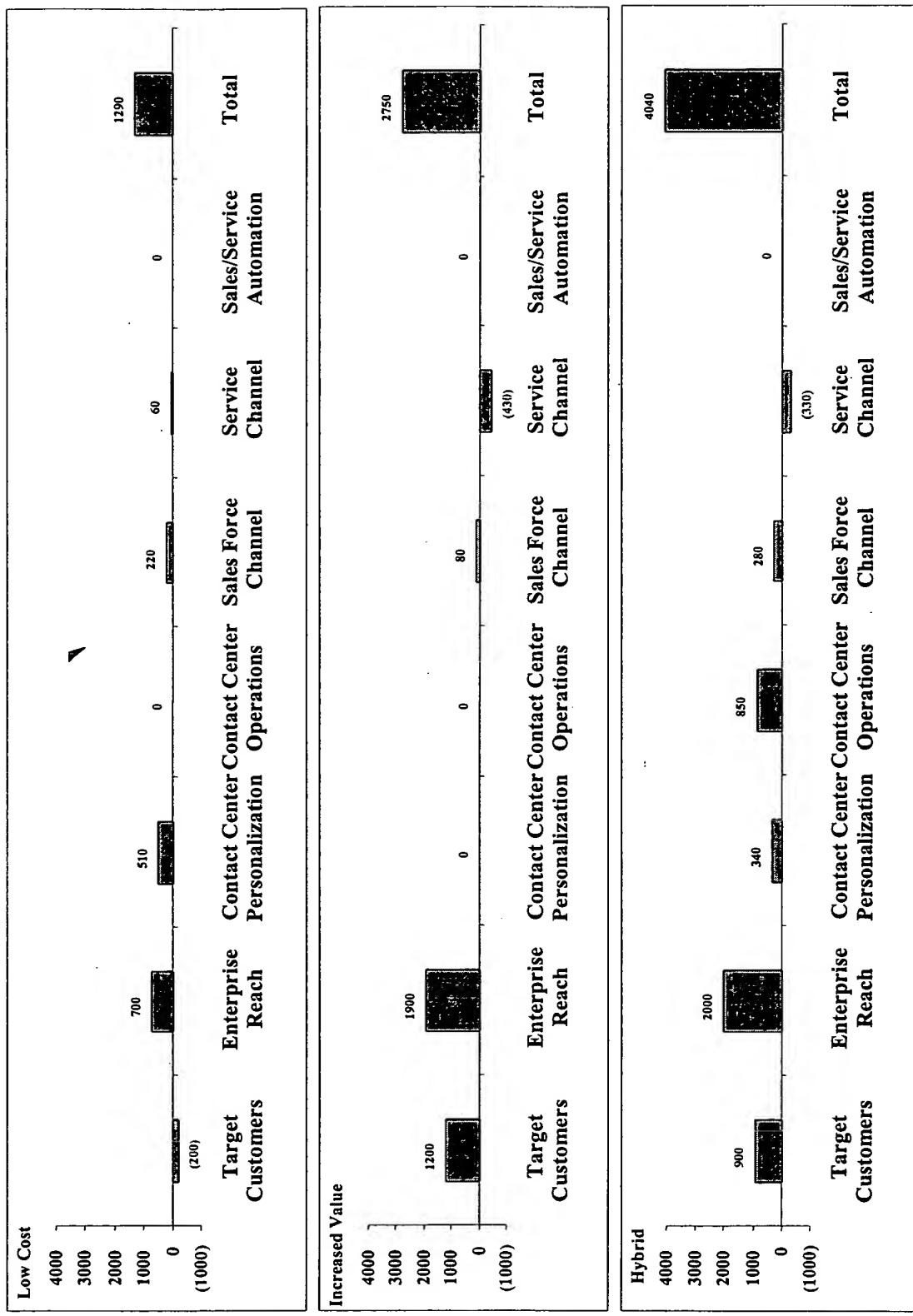


Fig. 30
3000